

أبوظبي للفنون الفروسية الأميرة
ABU DHABI ROYAL EQUESTRIAN ARTS

PERFORMANCE ART

First Anniversary Gala · Creative Direction & Event Planning

Presented by INK Communications



ADREA FIRST ANNIVERSARY GALA 2026



EXECUTIVE SUMMARY



EXECUTIVE & STRATEGIC

ABU DHABI ROYAL EQUESTRIAN ARTS - FIRST ANNIVERSARY GALA 2026

- Creative Direction
- Event Experience Design
- Technical Production
- Hospitality
- Guest Management
- Operations
- Month-Long Activation Programme
- Theme: Performance Art

Proposed Communication Line:

WHERE HORSEMANSHIP BECOMES ART

Alternative supporting line:

ONE CAMPUS. ONE PERFORMANCE.
ONE STORY.

Visual recommendation:

- Use one iconic image showing the relationship between horse, rider, movement, architecture, and light.
- The cover should feel understated, premium, artistic, and institutional rather than festive or commercial.





EXECUTIVE SUMMARY

ADREA's First Anniversary represents more than the celebration of one successful year.

It is an opportunity to present Abu Dhabi Royal Equestrian Arts as a distinctive international destination where classical horsemanship, education, culture, craftsmanship, heritage, hospitality, and artistic expression come together.

Our proposed approach transforms the entire ADREA campus into one integrated anniversary experience.

Rather than treating the Main Arena, Courtyard, Stables, Training Arenas, Library, Furusiyya Gallery, Atelier, restaurants, hospitality spaces, and outdoor landscapes as separate event areas, we connect them through one continuous narrative.





THE ADREA ANNIVERSARY CAMPUS EXPERIENCE

The experience begins at arrival, develops through discovery and interaction, reaches its emotional peak through classical horsemanship performance, and continues through culture, hospitality, artistic encounters, and night-time transformation.

The three-day celebration then becomes the opening chapter of a wider month-long anniversary programme throughout November.

The RFP requires a three-day anniversary event on 30 October, 31 October and 1 November 2026, including one full VIP-focused day, followed by cultural, educational and community activations throughout November.

Our role is therefore to create both:

A memorable anniversary experience visible to the guest.

And:

A highly coordinated operational system invisible behind the experience.



For three days, the campus becomes a living stage.



The horses and riders become its protagonists.



Architecture becomes scenery.



Landscape and lighting create atmosphere.



Culture and knowledge provide context.



Hospitality creates connection.



And guests become active participants in the story.



OUR UNDERSTANDING OF ADREA

Abu Dhabi Royal Equestrian Arts represents a unique intersection of:



Classical horsemanship.



Cultural heritage.



Equestrian education.



Artistic discipline.



Rider development.



Horse welfare and training.



Knowledge exchange.



Craftsmanship.



Community engagement.



International cultural dialogue.

ADREA should not be positioned simply as an equestrian venue.

It should be experienced as:

A Living Institution of Horsemanship, Culture and Art.

The anniversary should therefore communicate three dimensions simultaneously.



HERITAGE

Respecting the centuries-old traditions, knowledge, discipline, and cultural significance of horsemanship.



MASTERY

Showing the dedication, training, precision, trust, and technical excellence behind horse and rider.



FUTURE

Positioning ADREA as a contemporary global destination for learning, culture, exchange, and the advancement of classical horsemanship.



UNDERSTANDING OF THE BRIEF

The project requires much more than event decoration or the production of a gala show.

It requires the planning and delivery of a complex, multi-venue anniversary programme operating simultaneously across the ADREA campus.

- Event experience design.
- Site-wide creative enhancement.
- Operational planning.
- Technical production.
- Hospitality.
- Guest management.
- Logistics.
- Staffing.
- Event collateral.
- Marketing asset production.
- Scheduling.
- Venue operations.
- Participant coordination.
- Supplier contracting and payment administration where required.



OUR PROPOSAL ADDRESSES FOUR INTERCONNECTED LAYERS



LAYER 1 CREATIVE EXPERIENCE

How the anniversary looks, feels, moves, and tells its story.



LAYER 2 SPATIAL EXPERIENCE

How each part of the ADREA campus contributes to the overall journey.



LAYER 3 TECHNICAL & OPERATIONAL DELIVERY

How simultaneous programmes, guests, horses, performers, suppliers, AV, hospitality, security, transport, and logistics operate safely and seamlessly.



LAYER 3 LONG-TERM ANNIVERSARY ENGAGEMENT

How the three-day gala evolves into a month-long cultural and community programme.



PROJECT OBJECTIVES

The proposed strategy is designed to achieve ten core objectives.



CELEBRATE THE MILESTONE

Create a distinctive and memorable first-anniversary experience worthy of ADREA's institutional vision.



ELEVATE CLASSICAL HORSEMANSHIP

Present classical horsemanship as a sophisticated performance art rather than only a sporting discipline.



PLACE HORSE AND RIDER AT THE CENTRE

Ensure all creative, technical, and spatial interventions support rather than overshadow the horse, rider, students, and ADREA methodology.



ACTIVATE THE ENTIRE CAMPUS

Connect all venues and landscapes into one cohesive visitor experience.



CREATE EMOTIONAL CONNECTION

Allow guests to discover the horse not only through performance but through training, care, culture, knowledge, and personal encounters.



DELIVER PREMIUM HOSPITALITY

Create refined guest and VIP experiences aligned with ADREA's identity and Abu Dhabi hospitality standards.



ENSURE OPERATIONAL EXCELLENCE

Manage approximately 1,400 daily attendees, simultaneous programming, ticketed arena shows, VIP guests, horses, performers, suppliers, and multi-zone operations safely and efficiently.



EXTEND ENGAGEMENT

Use the three-day event as the launch platform for a full month of cultural, educational, and community activation.



STRENGTHEN ADREA'S POSITIONING

Reinforce ADREA as a global destination for horsemanship, culture, education, and exchange.



CREATE A REPEATABLE ANNIVERSARY PLATFORM

Develop design systems, operational frameworks, infrastructure, and activation formats that can support future ADREA programming.



CREATIVE VISION

THE ADREA ANNIVERSARY CAMPUS EXPERIENCE

**One Campus.
One Performance.
One Story.**

Our creative concept is based on
a simple principle

**THE ENTIRE CAMPUS BECOMES THE
PERFORMANCE.**



THEME INTERPRETATION

PERFORMANCE ART



BEAUTY
The physical elegance of horse and rider.



PRECISION
Every movement has intention.



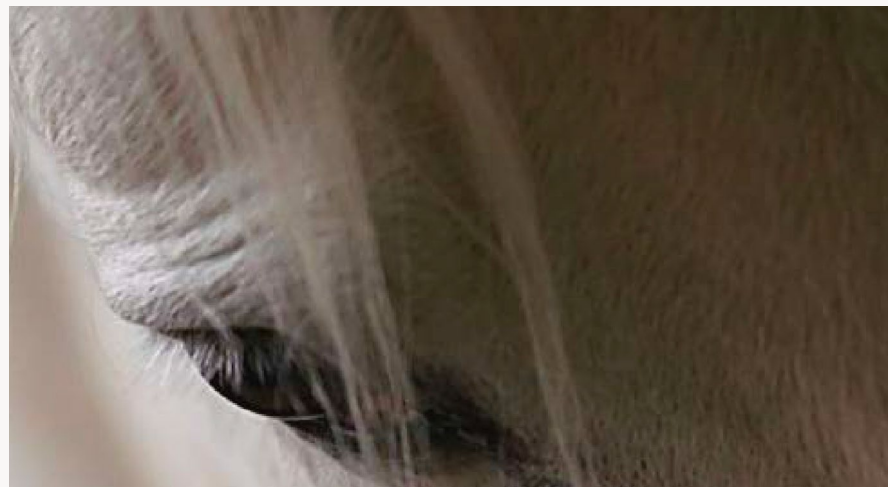
DISCIPLINE
Mastery comes through training and repetition.



RHYTHM
Horse and rider communicate through timing and movement.



CONNECTION
Performance is created through trust.



CULTURAL EXPRESSION
Horsemanship carries stories, heritage, knowledge, and identity.



PROPOSED ANNIVERSARY SLOGAN / COMMUNICATION LINE

ONE CAMPUS.
ONE PERFORMANCE.
ONE STORY.



DESIGN PRINCIPLES

The creative direction should follow seven principles.

THE RHYTHM OF MOTION

Every movement creates a rhythm. Through precision, grace, and harmony, horse and rider transform each step into a flowing expression of art.



ENHANCE, NEVER OVERPOWER
ADREA's architecture, horses, landscape, and identity remain the heroes.



UNDERSTATED LUXURY
Premium materials and detail rather than excessive decoration.



MOVEMENT AS A VISUAL LANGUAGE
Use flowing linework inspired by the movement of horse and rider.



ARCHITECTURAL INTEGRATION
Temporary elements should feel naturally connected to ADREA.



DAY-TO-NIGHT TRANSFORMATION
The campus should evolve dramatically yet elegantly after sunset.



CULTURAL SENSITIVITY
Design and programming should remain rooted in Abu Dhabi's cultural context.



OPERATIONAL BEAUTY
Guest flow, signage, barriers, service points, and technical systems should be designed as part of the experience rather than treated as visual interruptions.







EVENT LOOK & FEEL





MONTH-LONG NOVEMBER ACTIVATION STRATEGY

The anniversary should continue beyond the gala through recurring programme pillars.



HORSE & HORSEMANSHIP

- Training demonstrations.
- Grooming workshops.
- Stable tours.
- Rider masterclasses.
- Horse care talks.
- Tack and saddle education.



CULTURE & HERITAGE

- Furusiyya storytelling.
- Poetry.
- Traditional craftsmanship.
- Calligraphy.
- Cultural talks.
- Heritage exhibitions.



ART & CREATIVITY

- Horse sketching.
- Photography workshops.
- Artist residencies.
- Live painting.
- Sculpture.
- Performance-art collaborations.



EDUCATION

- School programmes.
- Children's workshops.
- Equine science.
- Career sessions.
- Youth leadership.
- Book programmes.



COMMUNITY

- Family weekends.
- Community mornings.
- Wellness experiences.
- Special-interest clubs.
- Accessibility-focused programmes.



SPECIAL EXPERIENCES

- Outdoor cinema.
- Evening dining.
- Book launches.
- Limited-edition workshops.
- Artist talks.
- Cultural salons.

The month should use a repeatable modular infrastructure model to control cost and simplify operations.



EVENT THEME

THE ART OF PERFORMANCE

WHERE EVERY MOVEMENT BECOMES ART



CREATIVE & EXPERIENCE

Theme Rationale

Classical horsemanship is transformed into the Art of Movement.

Every controlled step, turn, pause and gesture becomes a brushstroke in a living composition. The invisible paths created by horse and rider form flowing lines that connect ADREA's architecture, landscape, performances and guest journey.

From arrival to departure, the anniversary unfolds as one continuous artwork shaped by:

Precision · Rhythm · Discipline · Harmony · Beauty



VISUAL INSPIRATION

The moodboard should communicate:





MOODBOARD & BRAND DIRECTION



VISUAL TONE
Quiet grandeur.
Sculpted light. Artistic restraint.



PALETTE
Ivory, parchment, saddle taupe,
bronze, midnight blue-green.



MATERIALITY
Linen, matte paper, brushed brass,
soft stone, textured card.



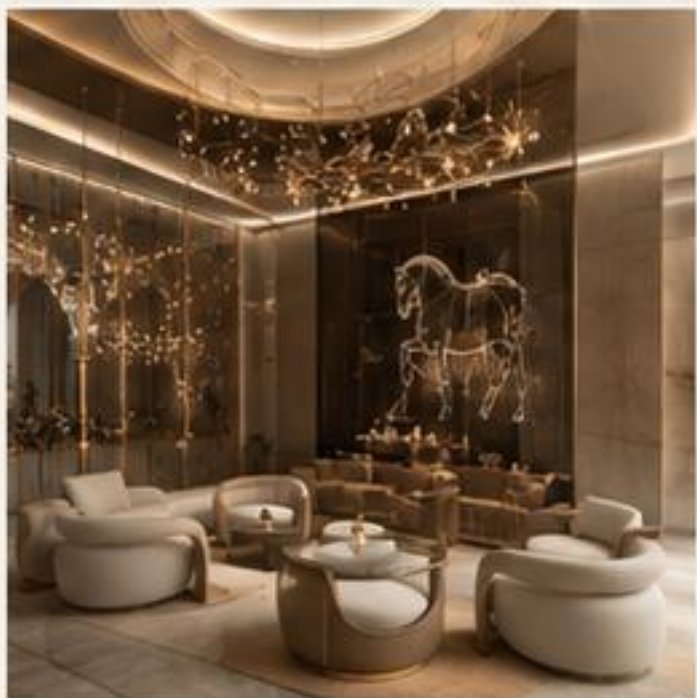
ARTISTIC DEVICE
Horse positions become the
graphic and experiential language.



SPATIAL MOOD
From arena to cultural stage.



GUEST FEELING
Elegant, immersive,
intelligent, memorable.



THE ART OF POSITION

*Timeless discipline.
Endless expression.*



1. PASSAGE



2. SPANISH WALK



3. PIAFFE



4. LEVADE



5. COURBETTE

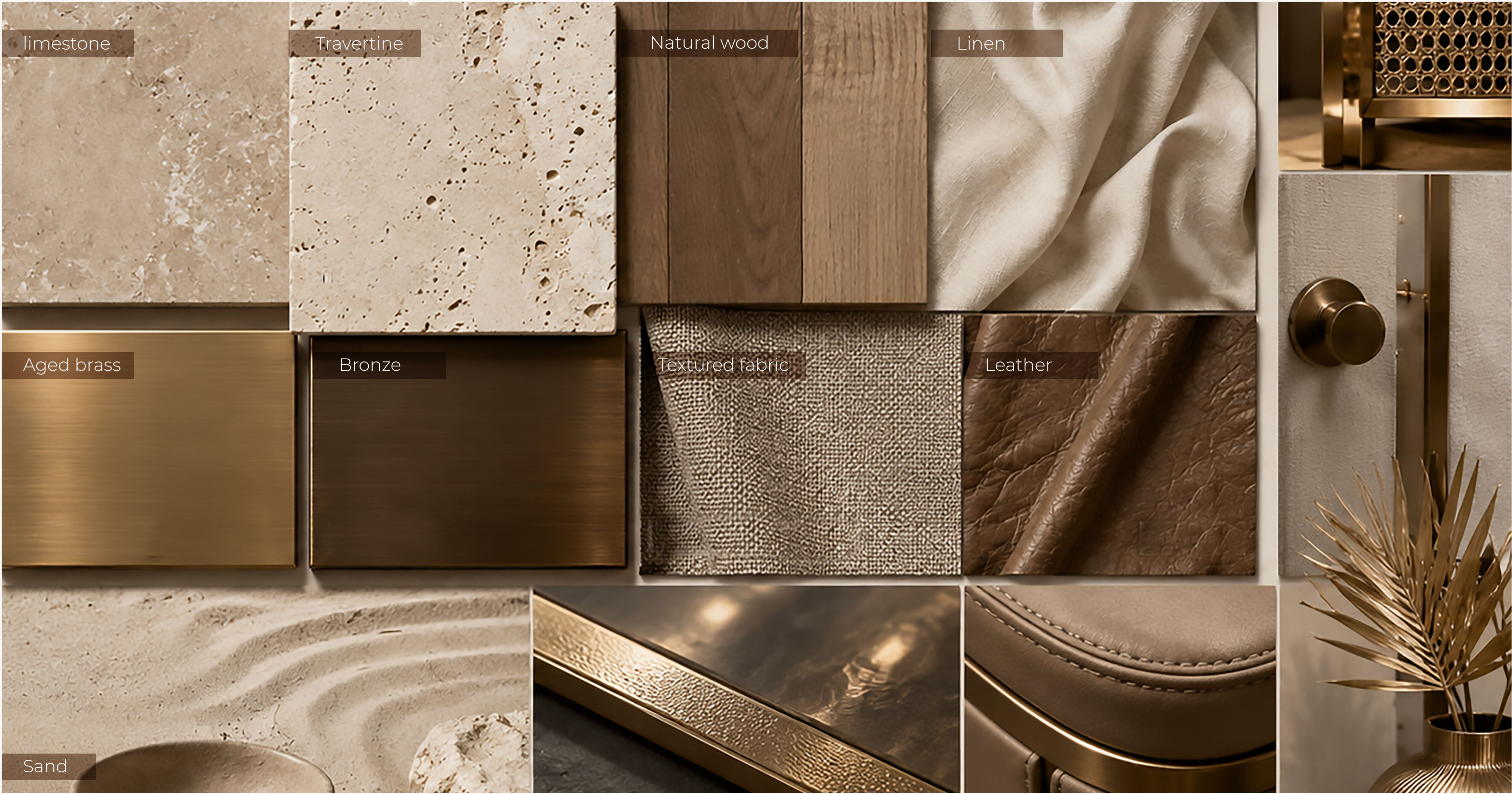


6. BOW / SALUTE



MATERIALS

Warm limestone.
Travertine.
Natural wood.
Aged brass.
Bronze.
Linen.
Textured fabric.
Leather.
Sand.
Soft metallic detailing.





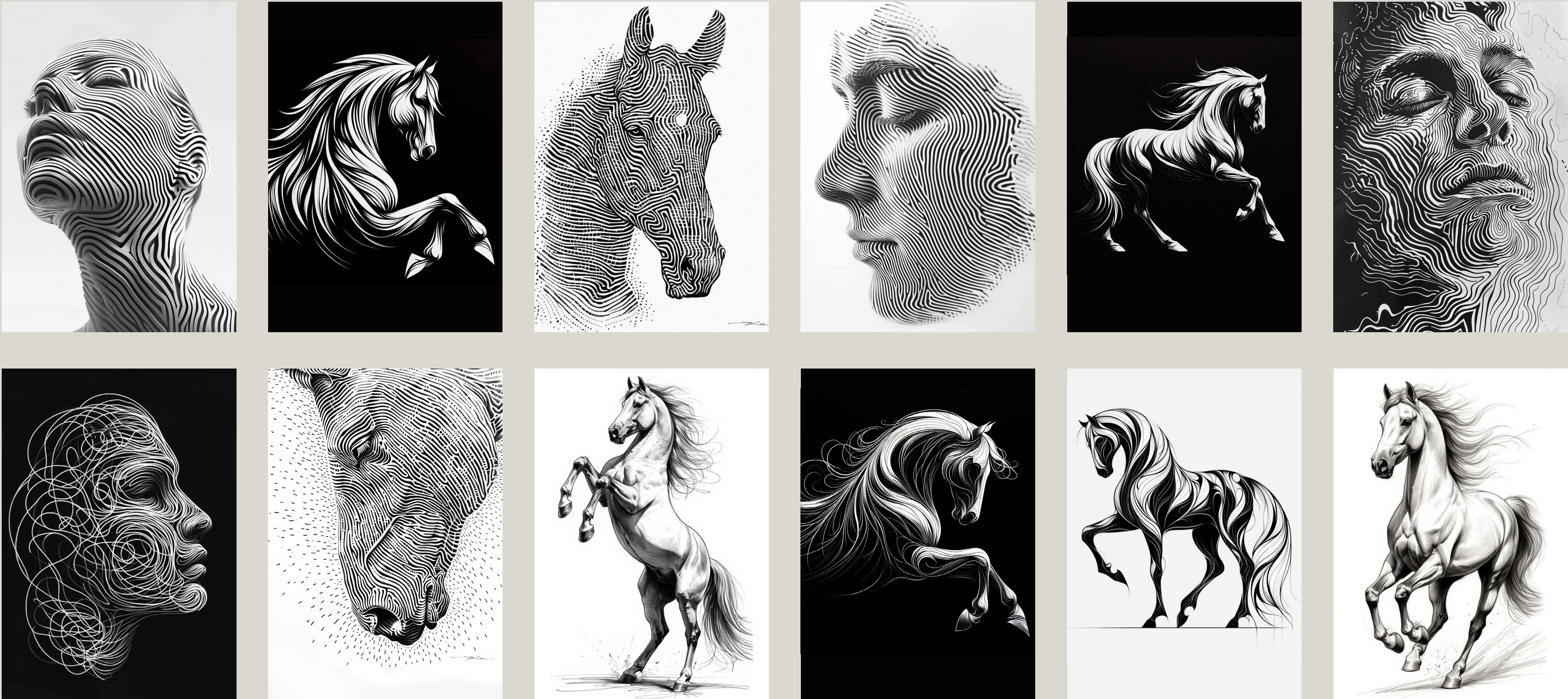
COLOURS

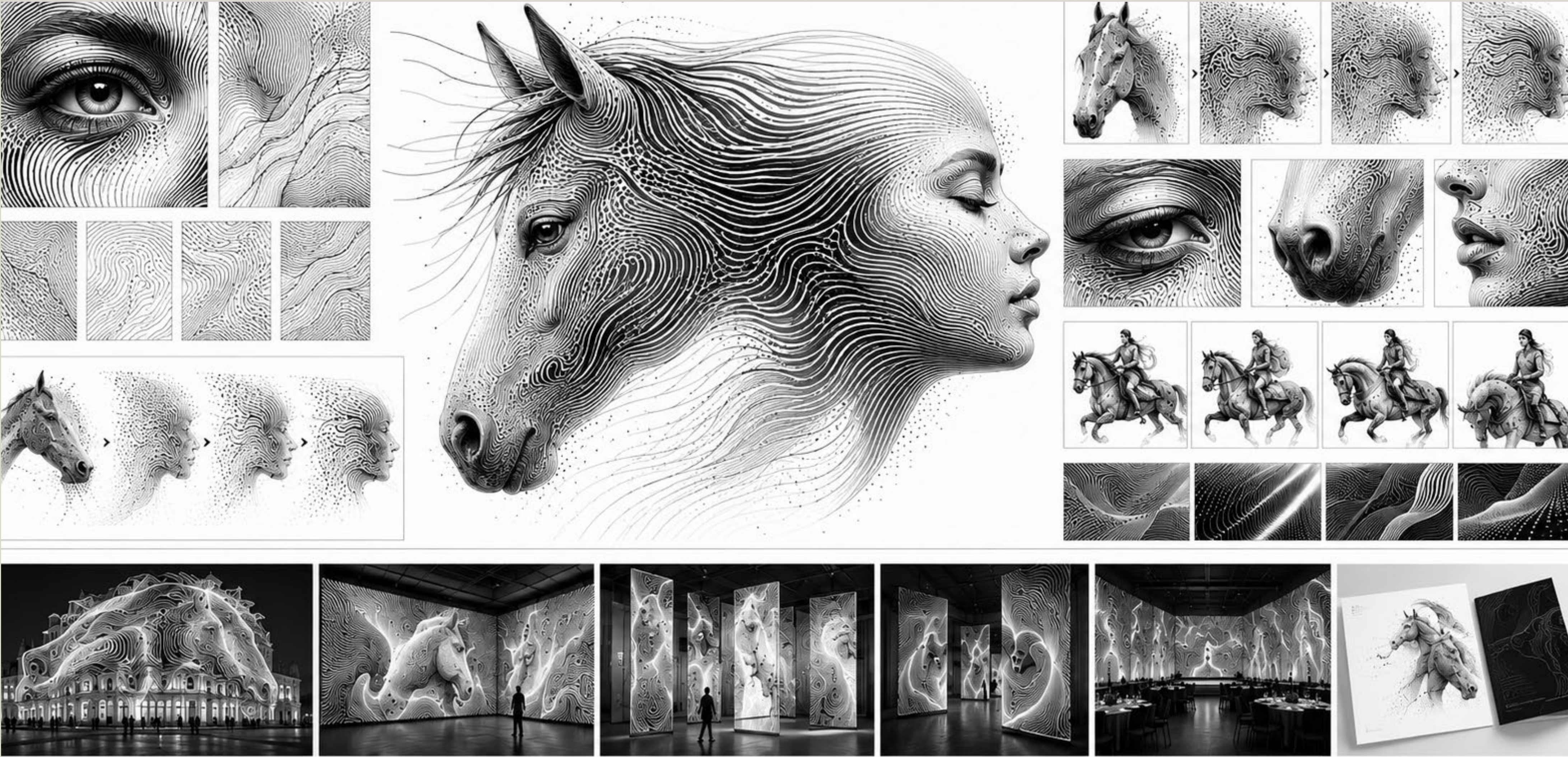




ART OF POSITION

At ADREA, classical horsemanship becomes a living form of performance art, where every step, turn and gesture creates an invisible line through space. These flowing lines shape the event’s visual identity, animation and décor appearing as layered illustrations, illuminated contours, sculptural forms and immersive projections. The result is one continuous artistic journey that expresses precision, rhythm, harmony and the powerful connection between horse and rider.









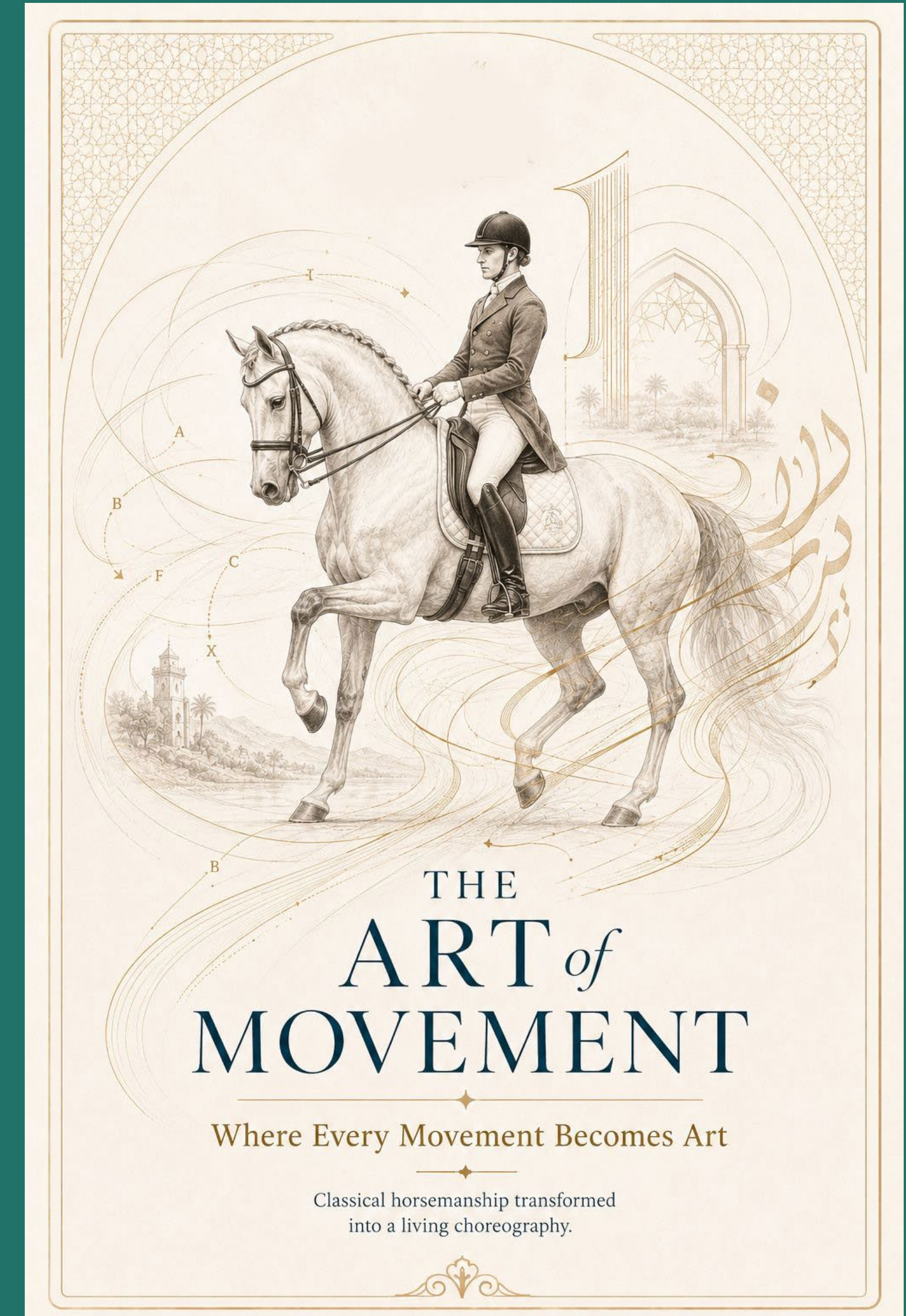






EVERY MOVEMENT, A MASTERPIECE

WHERE EVERY
MOVEMENT
BECOMES ART





PASSAGE

The horse moves with elevated, graceful steps, showing balance, rhythm and controlled energy. Each stride is lifted with precision, creating a proud and expressive appearance. This refined movement reflects strength, discipline and harmony between the horse and rider.



SPANISH WALK

The horse extends its foreleg forward in a high, deliberate movement, creating a proud and dramatic silhouette. This controlled action requires balance, flexibility and precise coordination. The pose expresses elegance, confidence and disciplined training while highlighting the horse's strength and natural presence.



REVERENCE

The horse lowers its head and bends gracefully toward the ground, creating a gesture of respect and calm submission. This elegant pose requires trust, flexibility and careful balance. The movement reflects discipline and sensitivity while expressing a quiet connection between strength, control and grace.





PIAFFE

The horse performs a highly collected trot almost in place, lifting the diagonal legs with controlled rhythm and precision. This advanced movement requires exceptional balance, strength and concentration. The pose expresses disciplined energy and elegance while demonstrating harmony, responsiveness and refined classical training.



LEVADE

The horse lifts its forehand while balancing deeply over the hindquarters, holding both front legs gracefully above the ground. This advanced classical movement requires exceptional strength, balance and controlled power. The pose expresses dignity and confidence while demonstrating the horse's discipline, concentration and refined training.



KNEELING BOW

The horse lowers its head deeply while resting one foreleg on the ground, creating a graceful gesture of humility and trust. This controlled pose requires flexibility, balance and calm concentration. The movement expresses respect and gentle submission while highlighting the horse's discipline, sensitivity and connection with its trainer.





CONCEPT FRAMEWORK

The Concept

THE ART OF POSITION

We transform the most iconic positions of classical horsemanship into experiential chapters — revealing the horse not only as performer, but as a living expression of art, discipline, beauty and cultural knowledge.



POSITIONS AS CHAPTERS
Each pose anchors a different emotional moment of the journey.



MOVEMENT AS STORYTELLING
The guest experience unfolds through rhythm, transition and spectacle.



THE HORSE AS CULTURAL ICON
Guests discover the intelligence, artistry and heritage behind the form.



ADREA FIRST ANNIVERSARY GALA • CREATING CULTURE. ELEVATING LEGACY.

PREMIUM INVITATION EXPERIENCE

VIP Invitation

The invitation begins the experience before the guest arrives.



EXCLUSIVE TONE

A refined, elevated expression that reflects the prestige and importance of the celebration.



MATERIAL EXPRESSION

Premium textures, embossing and foil elevate every detail of the guest journey.



PROTOCOL CLARITY

Clear timing, dress code and access information ensure a seamless experience.



MEMORABLE FIRST TOUCHPOINT

A keepsake-worthy presentation that builds anticipation and creates lasting impact.



YOUR EXCLUSIVE INVITATION SUITE



PREMIUM FOLIO
Bespoke box or folio with embossed horse-position artwork and bronze seal.



INVITATION CARD
Thick textured card with letterpress and bronze foil detailing.



ENVELOPE
Lined envelope with embossed seal and discreet elegance.



INSERT CARD
Program details, timing and dress code for easy reference.



DIGITAL CONFIRMATION
Seamless RSVP experience with instant acknowledgement.



ORIGINS AS A LIVING BRAND WORLD

—◆—

COME FOR THE HORSE. DISCOVER THE ART. RETURN FOR THE LIFESTYLE.

AWARENESS GROWS WHEN ADREA IS UNDERSTOOD NOT ONLY AS HORSEMANSHIP,
BUT AS A CULTURAL DESTINATION WHERE PERFORMANCE, HERITAGE,
KNOWLEDGE, WELLBEING AND COMMUNITY MEET.

COME FOR THE HORSE

The horse is the iconic draw:
beauty, movement and prestige
create immediate attention.

AWARENESS

DISCOVER THE ART

Programming reveals ADREA
as a world of culture, learning,
craft and performance.

RELEVANCE

RETURN FOR THE LIFESTYLE

Hospitality, wellbeing, community
and recurring experiences turn
first-time guests into repeat audiences.

BELONGING

LOCALS

EXPATS

FAMILIES

CULTURAL VISITORS

VIPS



BRAND KEY WORDS

ADREA BRAND LANGUAGE

equestrian
discipline

rooted in *beauty*

performance *art*

movement

horsemanship

rhythm

elegant anniversary environment

discipline

cultural expression

precision

poise

craftsmanship

legacy

elegance

majesty

hospitality

ritual

refined spectacle





MOODBOARD

The Art of POSITION

A dialogue between classical horse mastery, Spanish heritage and Islamic artistry — where every position becomes a timeless expression of beauty, discipline and cultural connection.



DEEP TEAL



IVORY



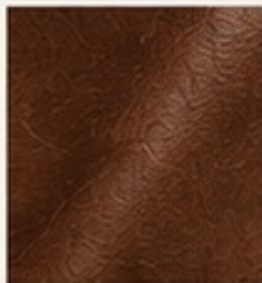
SAND



BURGUNDY



GOLD



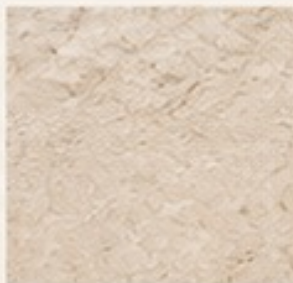
LEATHER



BRASS



HAND PAINTED TILE



NATURAL STONE

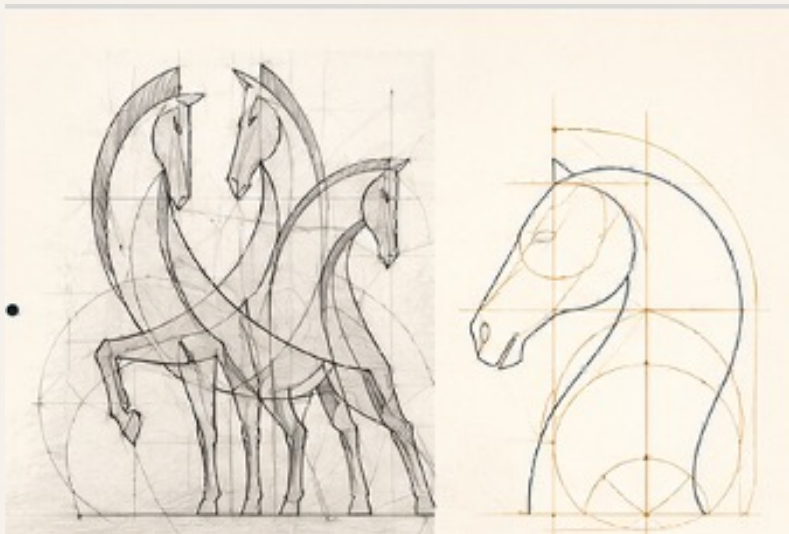


EMBROIDERY



WOOD

CULTURE • HERITAGE • MOVEMENT • HARMONY



LOGO GEOMETRY





THE ART OF POSITION

Signature Artistic Device

We use the positions of the horse as artistic chapters — turning movement into branding, décor and experience.



1. PASSAGE

suspended elegance



2. SPANISH WALK

ceremonial arrival



3. PIAFFE

disciplined intensity



4. LEVADE

contained power



5. COURBETTE

virtuosic elevation



6. BOW / SALUTE

the final gesture



GRAPHICS & PROJECTION

The six positions become the visual language across projections, stage backdrops and digital storytelling.



SPATIAL STORYTELLING

Each position defines a chapter within the guest journey — shaping zones, transitions and immersive moments.



PRINT & COLLATERAL

The positions unify invitations, menus, programs and keepsakes into a collectible series.





أبوظبي للفنون افريرسة الامية
ABU DHABI ROYAL EQUESTRIAN ARTS

THE LIVING OASIS

Where Grace Finds Balance

In the heart of Jubail’s natural landscape, ADREA becomes a living oasis where horse, nature and people return to a more balanced rhythm.

Wellbeing is expressed through care, movement, discipline, calm, nourishment, connection and beauty — creating an elegant lifestyle world around equestrian grace.

HERITAGE

Timeless architecture.
Enduring traditions.



HOSPITALITY

Warmth in every welcome.
Excellence in every detail.

EQUESTRIAN EXCELLENCE

Purpose. Precision. Passion.

BELONGING

Community and
Connection

NATURE

Rooted in nature.
Connected by purpose.

KNOWLEDGE

Learning. Culture. Insight.



NATURE
Rooted and
Regenerative



HERITAGE
Authentic and
Timeless



HOSPITALITY
Welcoming and
Refined



KNOWLEDGE
Curious and
Enriching



EQUESTRIAN
EXCELLENCE
Disciplined and
Inspired



BELONGING
Community and
Connection





DESIGN ITEMS





SIGNAGE & TABLETOP EXPRESSION

WAYFINDING BECOMES PART OF BELONGING

When the ADREA world feels recognisable, natural and welcoming, every guest feels at home—from locals and expats to families, cultural visitors and VIPs.





RECOGNITION
A consistent world that is instantly identifiable.



DISCOVERY
Gentle guidance that invites curiosity and connection.



BELONGING
Warm, human moments that turn visitors into part of the story.

A WORLD THAT GUIDES.
AN EXPERIENCE THAT STAYS.



إلوقـتـو الفـنـون الـمـهـسـنة الـمـرـزـبة
ABU DHABI ROYAL EQUESTRIAN ARTS

THE INVITATION YOU CAN WEAR

A tactile invitation system that becomes part of the guest journey.

VIP FOLIO



GUEST INVITATION



INVITATION CARD



ORIGIN CARD



DIGITAL PROGRAMME



ARTIST CARD



REMOVABLE ORIGIN THREAD



KEY PENDANT





THE ORIGIN BOOKLET

A collectible guide that turns awareness into understanding.



LEARN THE HORSE

Discover the language of the horse through movement, feel and classical knowledge.



EXPLORE THE CAMPUS

Journey through Jubail Mangroves and the ADREA campus—where nature, heritage and innovation come together.



RETURN FOR THE LIFESTYLE

More than a visit—ADREA is a way of life. Wellness, community, culture and belonging.



NATURE • HORSE • HERITAGE • HUMAN

A living dialogue. A legacy in the making.



أبوظبي للفنون الملكية للفروسية
ABU DHABI ROYAL EQUESTRIAN ARTS

COLLECTIBLE CARDS

MOVEMENT



The language of the horse in motion.

ART



Where equestrian artistry and creativity unite.

HERITAGE



Our traditions, our story, our future.

KNOWLEDGE



Learning that deepens connection and understanding.

BELONGING



A community bound by shared values and purpose.



ROOTED IN ABU DHABI.
CONNECTED TO THE WORLD.





AWARENESS & BELONGING SYSTEM

From Awareness to Belonging

A system of objects, invitations and participatory touchpoints designed to turn attention into understanding, participation and return.



01
AWARENESS

The key creates entry and curiosity.



02
UNDERSTANDING

The invitation and thread make the story personal.



03
BELONGING

The collector and living thread turn guests into participants.



04
RETURN

The system leaves a reason to come back.



Each action is not a giveaway. It is a strategic touchpoint that builds awareness, emotional connection and lasting belonging.



THE KEY TO ADREA
Entry. Access. Curiosity.



THE INVITATION YOU CAN WEAR
Personal. Premium. Permission.



THE MOVEMENT COLLECTOR
Learn. Collect. Remember.



THE LIVING THREAD
Participate. Connect. Belong.

COME FOR THE HORSE • DISCOVER THE ART • RETURN FOR THE LIFESTYLE



AWARENESS & BELONGING SYSTEM

COLLECTIBLE LEARNING TOOL

The Movement Collector

Guests collect cards across the campus, turning classical horsemanship into something they can learn, follow and remember.



01

HORSE POSITIONS
Passage, Spanish Walk, Piaffe, Levade, Courbette and Bow / Salute.



02

ADREA WORLD CARDS
Nature, Heritage, Art, Knowledge, Wellbeing and Community.



03

REASON TO RETURN
Completed collections unlock future tours, classes or workshops.

✦ *COLLECT THE MOVEMENT. UNDERSTAND THE ART.* ✦



COME FOR THE HORSE • DISCOVER THE ART • RETURN FOR THE LIFESTYLE



THE ART OF ORIGIN

COLLECTION OVERVIEW

TACTILE MOMENTS THAT TELL OUR STORY

Each element in this collection is thoughtfully designed to immerse our guests in the world of ADREA. From the first invitation to a lasting keepsake, every piece reflects our heritage, artistry and commitment to belonging.



01
VIP LEATHER
FOLIO

Saddle-leather folio with brass detail and ivory insert. A curated welcome for our distinguished guests.



02
SADU x IBERIAN
FOULARD

Silk scarf featuring original equestrian illustrations and braided Sadu-inspired border.



03
PERSONALISED
LEATHER
WRISTBAND

Engraved saddle-leather bracelet with guest name. A subtle symbol of connection.



04
LEATHER HORSE
CHARM

Handcrafted charm in cream and tan leather with brass hardware. Inspired by our noble companions.



05
LINEN & LEATHER
BOOKMARK

Refined bookmark in linen and leather with embossed ADREA detail.



06
INVITATION
CARD

Letterpress card with equestrian artwork and artisan edge printing.



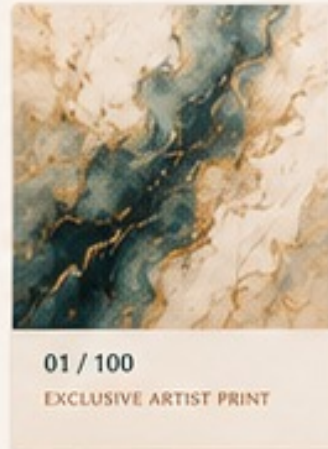
07
ORIGIN CARD

Story card explaining the origins of ADREA and our living heritage.



08
DIGITAL
PROGRAMME

Access the full programme via NFC or QR — a seamless blend of heritage and innovation.



09
ARTIST CARD

Collectible art print in a limited edition series, celebrating movement and artistry.



10
REMOVABLE
ORIGIN
THREAD

Woven thread to wear or keep. A symbolic reminder of your ADREA journey.

Every touchpoint is designed to create awareness, spark curiosity and build belonging.



AWARENESS
We inspire discovery.



CONNECTION
We build relationships.



BELONGING
You become part
of our story.



HERITAGE
Rooted in tradition,
designed for today.



CRAFTSMANSHIP
Made with intention
and excellence.





CREATIVE PRINCIPLES

The Shape Language of the new ADREA

A modular sculptural system translating equestrian movement into a refined spatial identity.



CONNECTED SPACES

All areas are connected through clear pathways, sightlines and narrative flow.



MOVEMENT AS STORYTELLING

Movement is not only physical but emotional — guiding guests through a curated journey.



HARMONY WITH NATURE

Architecture and landscape work together to create serenity, balance and inspiration.



HERITAGE IN CONTEMPORARY EXPRESSION

Cultural identity is expressed through art, design, materiality and performance.



MEMORABLE TOUCHPOINTS

Strategic moments of impact turn the visit into a timeless memory.



HOW THE SHAPE LANGUAGE COMES TO LIFE



ENTRANCES

Grand portals that welcome and frame.



PLAZAS & COURTYARDS

Layered forms creating gathering, shade and interaction.



PATHWAYS

Curved lines guiding movement through nature and art.



PAVILIONS & SPACES

Light, vertical forms that inspire focus and elevation.



DETAILS & MATERIALS

Patterns and textures that express heritage in a modern way.

THE SHAPE LANGUAGE ELEMENTS



CIRCULAR PORTALS

Symbolise unity, origin and the cycle of connection.



LAYERED CRESCENTS

Create depth, rhythm and a sense of unfolding movement.



FLOWING LINES

Express movement, grace and the rhythm of the horse.



VERTICAL ACCENTS

Add elegance, presence and a sense of aspiration.



GEOMETRIC PATTERNS

Bring structure, balance and cultural richness.



THE ART OF ORIGIN

COLLECTION OVERVIEW

TACTILE MOMENTS THAT TELL OUR STORY

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FOULARD

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LEATHER
WRISTBAND

Engraved saddle-leather bracelet with guest name. A subtle symbol of connection.



04
LEATHER HORSE
CHARM

Handcrafted charm in cream and tan leather with brass hardware. Inspired by our noble companions.



05
LINEN & LEATHER
BOOKMARK

Refined bookmark in linen and leather with embossed ADREA detail.



06
INVITATION
CARD

Letterpress card with equestrian artwork and artisan edge printing.



07
ORIGIN CARD

Story card explaining the origins of ADREA and our living heritage.



08
DIGITAL
PROGRAMME

Access the full programme via NFC or QR — a seamless blend of heritage and innovation.



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Collectible art print in a limited edition series, celebrating movement and artistry.



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HERITAGE
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CRAFTSMANSHIP
Made with intention and excellence.





















GUEST EXPERIENCE



VIP EXPERIENCE



ELEGANT
PUBLIC ARRIVAL



DISCOVERY
MOMENTS



PHOTO
OPPORTUNITIES



GALLERY
ACCESS



PUBLIC SEATING &
SHARED HOSPITALITY



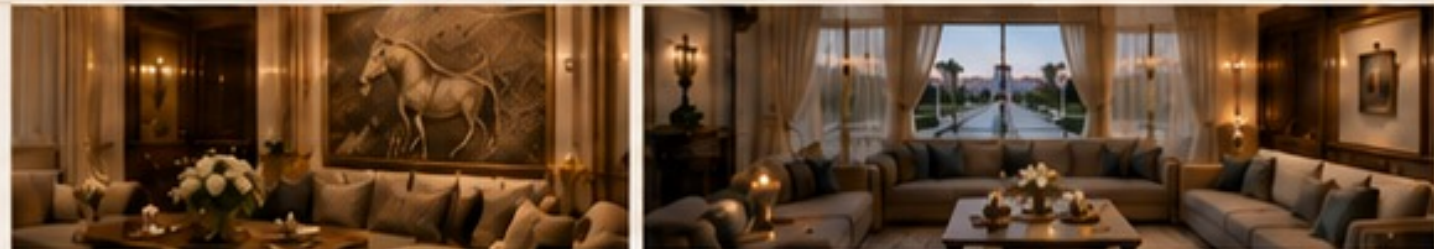
PRIVATE
WELCOME



HOST
GREETING



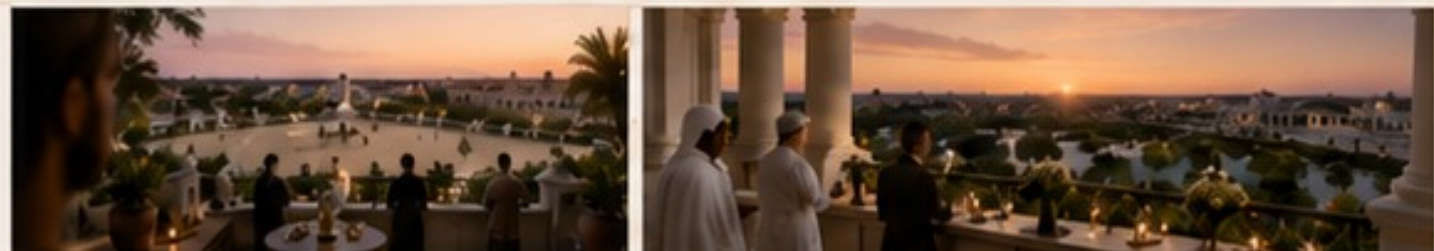
INTIMATE
LOUNGE / MAJLIS



PREMIUM
DINING



PRIVILEGED
VIEWPOINTS







LIGHTING & PROJECTION

THE ART OF ORIGIN



01

PROJECTION STORYTELLING

Subtle line-art horses movement brings the heritage to life on architecture.



02

ELEGANT ARENA LIGHTING

Layered architectural and stage lighting creates drama and focus for performances.



03

COURTYARD AMBIANCE

Soft lanterns and portal lighting guide the journey with warmth and sophistication.



04

DIGITAL STORY EXPERIENCE

Curated content and graphics extend the narrative across screens and digital touchpoints.



HERITAGE INSPIRED
Rooted in timeless equestrian tradition



REFINED & ELEGANT
Subtle, premium and purposeful design



ATMOSPHERIC LIGHTING
Warm, layered and performance-ready



IMMERSIVE EXPERIENCE
Engaging storytelling across physical and digital realms



EVENT THEME

THE SIGNATURE OF MOTION

A PERFORMANCE WRITTEN IN EVERY STEP.



CREATIVE CONCEPT

Theme Rationale

Every horseshoe imprint is a signature of movement.

Through rhythm, precision and grace, horse and rider create flowing marks across the arena, transforming each step into art and every performance into a lasting impression.



EVENT THEME

THE MARK OF MOVEMENT

EVERY MOVEMENT LEAVES A MARK.

Inspired by the rhythm of hooves and the language of music, The Mark of Movement celebrates the artistry of classical horsemanship as a living performance.

Every step is a note.
Every path is a composition.
Every performance is art.

LOGO CONCEPT



OPEN HORSESHOE
Welcome
Connection
Journey



MOVEMENT ARC
Flow
Direction
Grace



NAIL RHYTHM
Rhythm
Guidance
Marks

MOODBOARD



ADREA

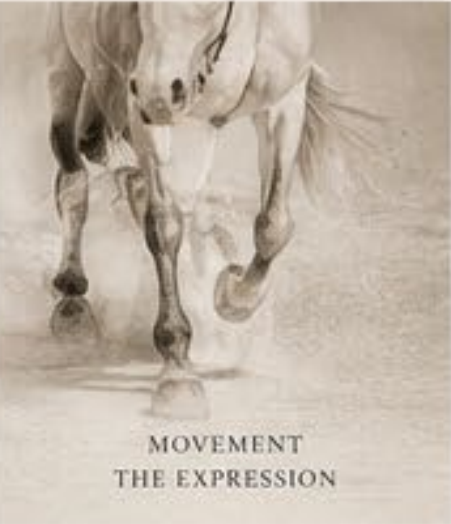
WHERE HORSEMANSHIP BECOMES ART.

— A SYMPHONY OF MOVEMENT. A MASTERPIECE OF ART. —

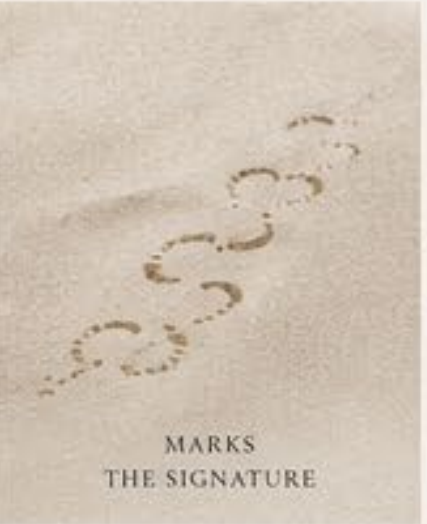
VISUAL LANGUAGE



MUSIC
THE LANGUAGE



MOVEMENT
THE EXPRESSION



MARKS
THE SIGNATURE

APPLICATION EXAMPLES



COLOR PALETTE



MATERIAL & TEXTURE INSPIRATION



SIGNATURE ELEMENTS



PHOTOGRAPHY STYLE





1 | WELCOME GATE



A GRAND ENTRANCE THAT OPENS THE JOURNEY.

2 | DIRECTION SIGNAGE



GUIDING THE JOURNEY WITH GRACE.

3 | BACKDROP



A STAGE FOR ICONIC MOMENTS.

4 | STEP MARKS ON THE FLOOR



MOVEMENT WRITTEN INTO EVERY STEP.

5 | INVITATION KIT



MOODBOARD | TEXTURES & MATERIALS



COLOR PALETTE



SIGNATURE ELEMENTS



“INSPIRED BY THE RHYTHM OF HOOFBEATS,
THE LANGUAGE OF MUSIC AND THE ARTISTRY
OF CLASSICAL HORSEMANSHIP,
A SYMPHONY OF MOVEMENT.”





VISUAL INSPIRATION

The moodboard should communicate:



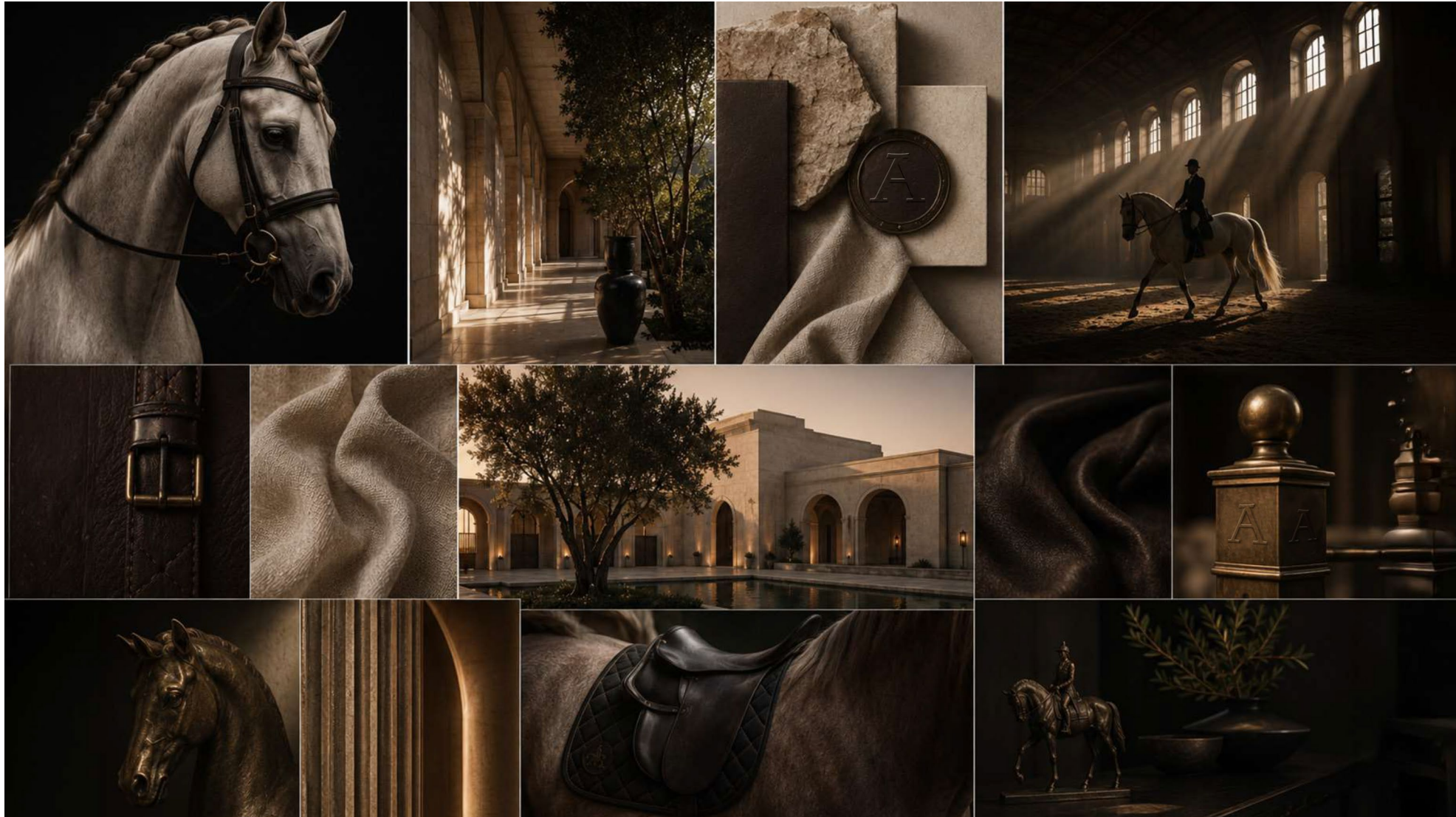


COLOURS





DESIGN ITEMS





FIRST ANNIVERSARY GALA CREATIVE DESIGN & GUEST JOURNEY



MASTER GUEST JOURNEY





- 1 VIP ENTRANCE
- 2 VIP ENTRANCE ARCH
- 3 SIGN AREA
- 4 HASHTAG
- 5 LOBBY AREA
- 6 ARENA
- 7 ACTIVATION ZONE
- 8 DINING
- 9 DIRECTION SIGNAGE
- 10 GUEST ENTRANCE
- 11 GUEST ENTRANCE ARCH
- 12 DIRECTION SIGNAGE
- 13 WELCOME BACKDROP
- 14 COCKTAIL TABLES
- 15 SEATING AREA
- 16 DIRECTION SIGNAGE
- 17 ART DISPLAY
- 18 ACTIVATION
- 19 SEATING AREA
- 20 PHOTO BOOTH
- 21 OUTDOOR CINEMA
- 22 DIRECTION SIGNAGE
- 23 ACTIVATION ZONE



VENUE & SPATIAL

MASTER SITE PLAN

The masterplan should identify:

Guest arrival.
VIP arrival.
General parking.
VIP parking.
Valet.
Bus/shuttle.
Main entrance.
Registration.
Security.
Main Arena.
Courtyard.
Outdoor Arenas.
Stables.
Library.

Furusiyya Gallery.
Atelier.
Restaurants.
VIP hospitality.
Outdoor dining.
Family activation.
First aid.
Emergency access.
Staff areas.
BOH.
Loading.
Waste.
Technical compounds.



ARRIVAL & ENTRANCE

The arrival should feel like the opening scene.



COMPONENTS

- Elegant lightweight entrance marker.
- Landscape enhancement.
- Valet podiums.
- Host positions.
- Registration.
- Ticket scanning.
- VIP desk.
- Information desk.
- Accreditation.
- Security screening.



CREATIVE APPROACH

- Use warm lighting, subtle botanical elements and architectural forms inspired by ADREA.
- Avoid large commercial event arches.



OPERATIONS

- Separate:
- VIP.
- Ticketed general guests.
- Pre-registered guests.
- Walk-in enquiries.
- Media.
- Staff/suppliers.



MAIN INDOOR ARENA

The Main Arena is the emotional centre of the anniversary.

The RFP notes a venue capacity of 1,200 guests and a ticketed show capacity of 1,077 guests, which should be reconciled during detailed planning.



GUEST AREAS

- General seating.
- VIP seating.
- Accessible seating.
- Reserved protocol seating.
- Ushers.
- Entry control.



PERFORMANCE

- Horse-safe arena boundary.
- Rider entrances.
- Horse holding.
- Rehearsal sequencing.
- Performance cues.



TECHNICAL

- Show lighting.
- PA.
- Playback.
- Video.
- Cameras.
- Projection/screens where required.
- Show control.
- Intercom.



CREATIVE

- Production must support the horse rather than compete visually with it.
- Use:
- Light.
- Shadow.
- Music.
- Minimal scenic gestures.
- Abstract motion graphics.



COURTYARD

The Courtyard becomes:

THE ANNIVERSARY HEART

Its functions include:

- Orientation.
- Gathering.
- Networking.
- Information.
- Hospitality.
- Small performances.
- Anniversary installation.
- Photography.
- Programme transitions.

Recommended elements:

- Sculptural central installation.
- Elegant lounge clusters.
- Botanical intervention.
- Coffee service.
- Information desk.
- Programme screens.
- Atmospheric lighting.



OUTDOOR TRAINING ARENAS

Designed for:

- Training demonstrations.
- Masterclasses.
- Educational sessions.
- Behind-the-scenes programming.
- Film screenings.

The RFP specifically identifies these functions for outdoor training areas.

Required infrastructure:

- Temporary seating.
- Shade.
- Horse-safe barrier.
- PA.
- Presentation screen.
- Trainer microphone.
- Lighting.
- Controlled entry.
- Safe circulation.





STABLES

The stable experience should be intimate and controlled.

EXPERIENCE

Small groups discover:

- Individual horses.
- Horse care.
- Grooming.
- Daily routines.
- Saddlery.
- Training philosophy.
- Rider relationships.

OPERATIONAL CONTROLS

- Timed slots.
- Group capacity.
- Quiet zones.
- Photography restrictions.
- Hygiene.
- Horse welfare.
- Guide ratio.
- Barriers.
- Emergency exit.
- Veterinary access.

The RFP includes guided tours, horse encounters and educational experiences within stables and interactive areas.





LIBRARY

Programming may include:

- Talks.
- Panel discussions.
- Book launches.
- Readings.
- Workshops.
- Book fairs.
- Educational sessions.

Technical requirements:

- Presentation system.
 - Lectern.
 - Microphones.
 - Screen.
 - Recording.
 - Lighting.
 - Seating.
 - Speaker holding.
- The atmosphere should remain intimate and intellectual.





FURUSIYYA GALLERY

The Gallery should act as the cultural lens of the anniversary.

Potential content:

- Existing collection interpretation.
- Temporary exhibitions.
- Anniversary stories.
- Guided tours.
- Digital interpretation.
- Artist collaborations.

Technical enhancement:

- Museum-safe lighting.
- Discreet AV.
- Interpretation panels.
- Controlled capacities.





ATELIER

The Atelier becomes the creative participation space.

Possible uses:

- Workshops.
- Demonstrations.
- Artist encounters.
- Tea ceremonies.
- Craft activities.
- Design sessions.

Infrastructure:

- Modular tables.
- Washable surfaces.
- Material storage.
- Display.
- Packaging.
- Facilitator stations.
- Booking/control system.





RESTAURANTS / HOSPITALITY

Integrate existing venues with anniversary programming.

Possible uses:

- Dining.
- Receptions.
- Networking.
- Private hosting.
- Chef collaborations.
- Special menus.

Ensure:

- Reservations and capacity alignment.
- Guest routes.
- BOH access.
- Food safety.
- Service scheduling.
- Dietary management.





OUTDOOR ACTIVATION AREAS

Modular activation zones may host:

- Family workshops.
- Public engagement.
- Demonstrations.
- Cultural activities.
- Community programmes.
- Retail or gifting where approved.

Design language:

- Elegant arched kiosks.
- Natural material palette.
- Integrated shade.
- Low visual clutter.





VIP HOSPITALITY

A dedicated premium lounge should include:

Private reception.

Protocol.

Cream/neutral furniture.

Warm wood.

Brass.

Floral.

Arabic hospitality.

Private dining.

Concierge.

Controlled access.

The environment should feel residential and refined rather than like a corporate VIP tent.





OUTDOOR DINING

Possible format:

- Long tables.
- Mixed dining/lounge.
- Landscape-integrated setting.
- Candle-style lighting.
- Elegant floral.
- Music corner.
- F&B service stations.

Operational planning:

- Weather contingency.
- Kitchen/service routes.
- Power.
- Lighting.
- Fire safety.
- Seating.
- VIP placement.





LANDSCAPE / LIGHTING STRATEGY



ARCHITECTURAL LIGHTING

Highlight:

- Arches.
- Columns.
- Façades.
- Entrances.

All lighting around horses must consider glare, colour temperature, intensity and movement.



LANDSCAPE

- Trees.
- Paths.
- Planting.
- Courtyard.



EXPERIENCE LIGHTING

- Lounges.
- Dining.
- Installations.
- Photo areas.

FUNCTIONAL LIGHTING

- Emergency.
- BOH.
- Parking.
- Routes.



TWO-DAYS GALA EXPERIENCE



DAY 1 - ROYAL & VIP DISCOVERY & OPENING

Suggested focus:

- Anniversary opening.
- Cultural introduction.
- Public engagement.
- Stable experiences.
- Training demonstrations.
- Main Gala Performance.
- Opening-night hospitality.



DAY 2 - GALA PERFORMANCE GUESTS MASTERY & EXCHANGE

Suggested focus:

- Masterclasses.
- Educational programmes.
- International exchange.
- Talks.
- Gallery and Atelier programming.
- Gala performance.
- Evening cultural programme.



ROYAL & VIP DAY EXPERIENCE

One day should deliver a distinctive premium experience.



VIP ARRIVAL

- Reserved drop-off.
- Priority valet.
- Dedicated reception.
- Protocol desk.
- Private accreditation.
- Personal welcome.



CURATED VIP JOURNEY

- Welcome hospitality.
- Private ADREA introduction.
- Guided stable encounter.
- Curated gallery or library experience.
- Private training demonstration.
- Reserved or premium performance viewing.
- Reception or dining.

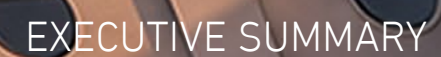


VIP OPERATIONAL REQUIREMENTS

- Dedicated protocol manager.
- VIP guest database.
- Arrival schedule.
- Seating plan.
- Security coordination.
- Holding rooms.
- Private transport.



VIP ENTRANCE



CREATIVE DESIGN & GUEST JOURNEY

ACTIVATION GALLERY

inks.ae

VIP ENTRANCE



ART DISPLAY





VIP ENTRANCE





HASHTAG





LOBBY AREA





GALLERY



A GLOBAL MILESTONE THE FIFTH GREAT SCHOOL

IN NOVEMBER 2025, ABU DHABI ROYAL EQUESTRIAN ARTS OPENS AS THE FIFTH GLOBAL INSTITUTION DEDICATED TO CLASSICAL HORSEMANSHIP JOINING THE HISTORIC RIDING SCHOOLS OF AUSTRIA, SPAIN, PORTUGAL, AND FRANCE.

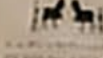
A NEW CHAPTER IN EQUESTRIAN HISTORY, BORN IN ABU DHABI.



A WORLD-FIRST MOMENT 5 SCHOOLS 1 ARENA

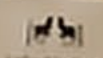
FOR THE FIRST TIME IN HISTORY, EUROPE'S FOUR GREAT CLASSICAL RIDING SCHOOLS UNITED ON ONE STAGE, JOINED BY ABU DHABI ROYAL EQUESTRIAN ARTS DURING ITS ROYAL GALA OPENING CEREMONY.

FIVE TRADITIONS CAME TOGETHER TO BEGIN ONE NEW LEGACY.



HONORING THE LEGACY 5 SCHOOLS FIVE DREAMS

THE FIVE TRADITIONS OF EUROPE'S GREAT CLASSICAL RIDING SCHOOLS ARE JOINED BY ABU DHABI ROYAL EQUESTRIAN ARTS DURING ITS ROYAL GALA OPENING CEREMONY.



PRESERVING EXCELLENCE INSPIRING FUTURE GENERATIONS

THE FIVE TRADITIONS OF EUROPE'S GREAT CLASSICAL RIDING SCHOOLS ARE JOINED BY ABU DHABI ROYAL EQUESTRIAN ARTS DURING ITS ROYAL GALA OPENING CEREMONY.



GALLERY





GALA PERFORMANCE GUESTS

DAY 2 - MASTERY & EXCHANGE

- Masterclasses.
- Educational programmes.
- International exchange.
- Talks.
- Gallery and Atelier programming.
- Gala performance.
- Evening cultural programme.





COMMUNITY & LEGACY

28 DAYS OF DIFFERENT ACTIVATIONS

Families.
Community engagement.
Youth education.
Workshops.
Final performances.
Closing celebration.
Launch of November programme.





VISITOR ENTRANCE & EXPERIENCE



GUEST AREA TOP VIEW





GUEST ENTRANCE





GUEST ENTRANCE





WELCOME BACKDROP





SEATING AREA





SEATING AREA





DIRECTION SIGNAGE





PHOTO BOOTH





BRANDING





ACTIVITY





ACTIVITIES AREAS



ACTIVITY AREA





ACTIVITY AREA





ACTIVITY AREA





ACTIVATION + OUTDOOR CINEMA





ACTIVATION





ACTIVATION





ACTIVATION





ACTIVATION





ACTIVATION





DIRECTION SINGAGE





OUTDOOR CINEMA





LIGHT PROJECTION





LIGHT PROJECTION





ACTIVATION GALLERY



ZONE-BY-ZONE ACTIVATION PLAN & ACTIVATION STRATEGY

Each zone requires:

- Purpose.
 - Capacity.
 - Programme.
 - Guest dwell time.
 - Furniture.
 - Technical requirements.
 - Branding.
 - Lighting.
 - Staffing.
 - HSE.
 - Access.
 - Operating hours.
 - Reset requirements.
 - Cleaning requirements.
- A venue activation matrix should consolidate these details.



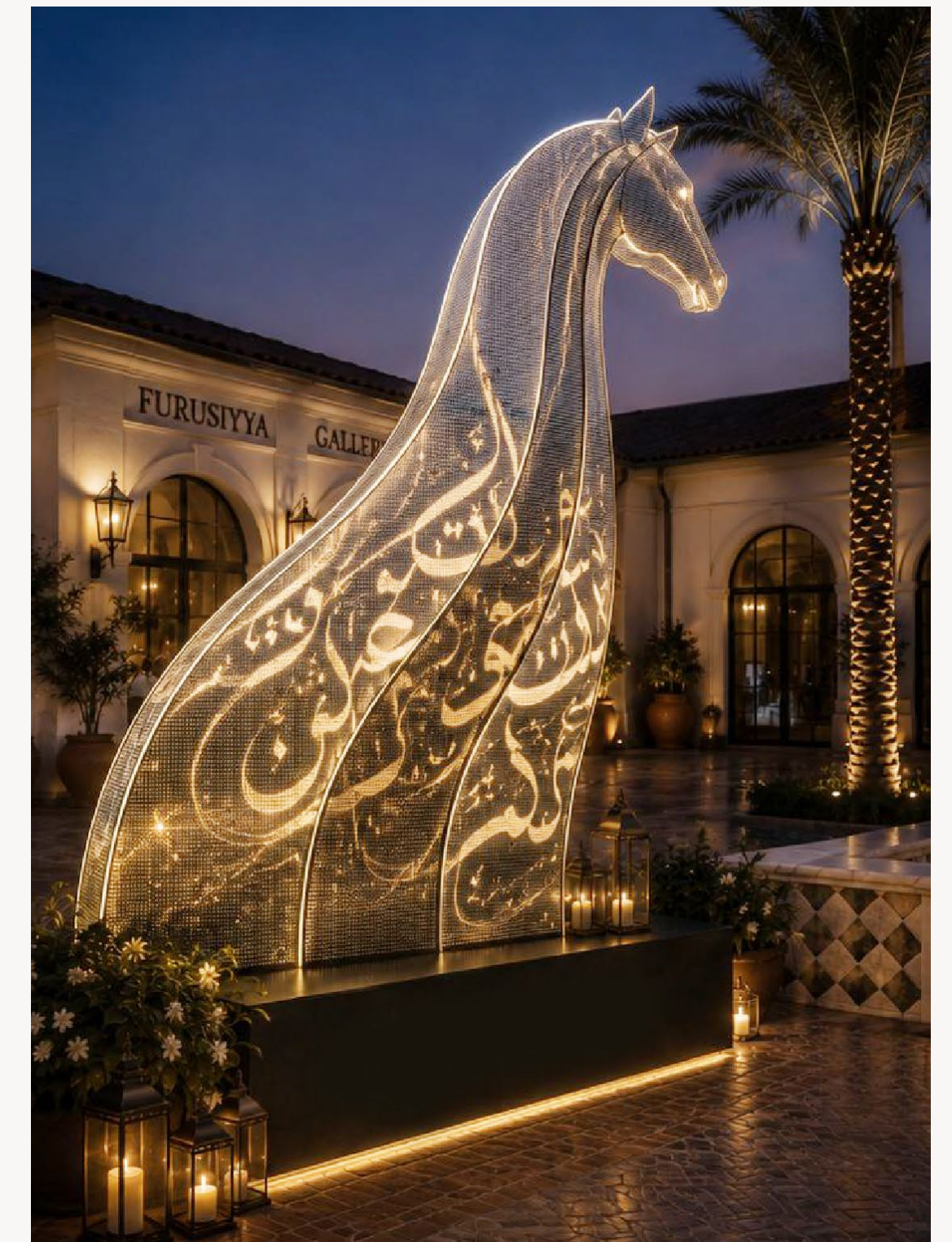
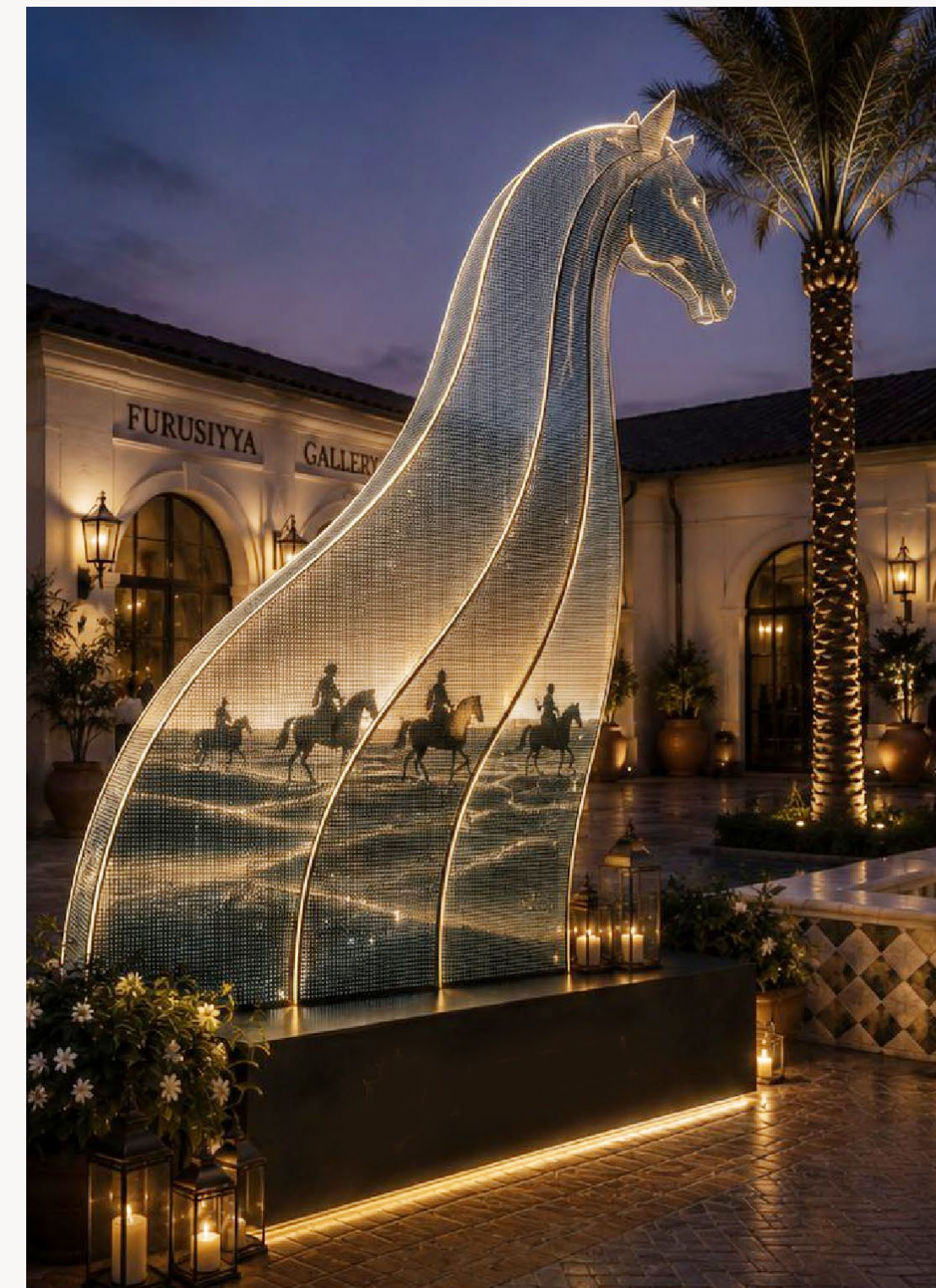


TECHNOLOGY ACTIVATION



VARIATION AND LED DISPLAY

A sculptural horse becomes a dynamic digital artwork, with animated LED visuals flowing across its body as it slowly rotates for a complete 360-degree experience. The content can transform the horse into different visual themes, including a white stallion, racing horse, green landscape, golden sculpture or branded artwork. The installation uses a custom horse frame, flexible or transparent mesh LED, media server, motorised rotating base and finished podium, with standing, rearing or running poses available in various sizes and surface styles.





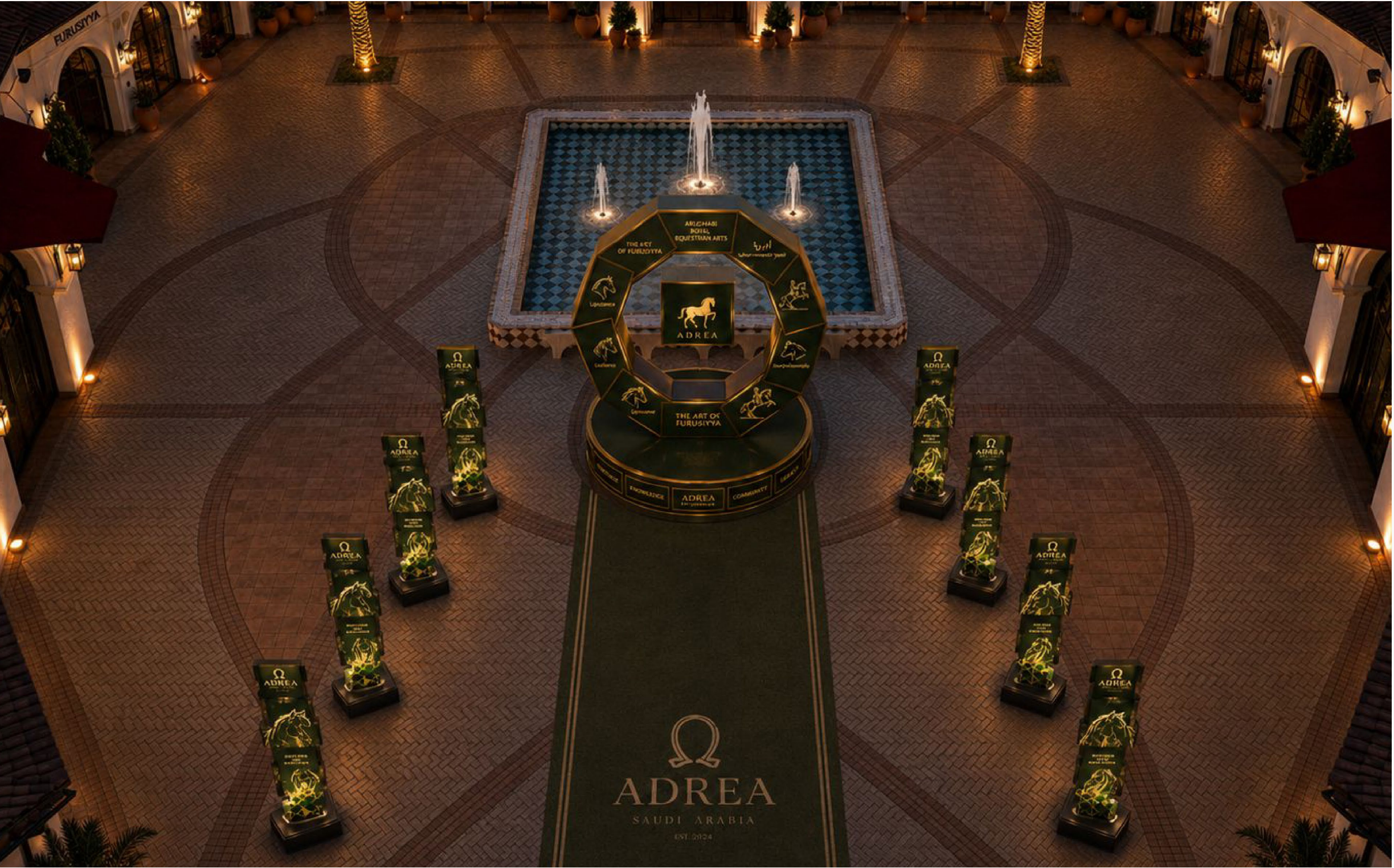
VARIATION AND LED DISPLAY





PATHWAY TO GLORY

Guests enter through the Pathway to Glory, lined with illuminated DNA-inspired equestrian totems presenting horses, champions, event values, milestones and key messages. Synchronised lighting and animated content guide visitors towards the main venue or central installation, creating a powerful arrival journey. The pathway uses vertical LED totems, weighted bases, integrated light panels, a synchronised media controller, power distribution and branded flooring, with flexible options for different stories, quantities and interactive content.





ADREA'S OPULENT TWILIGHT ENTRANCE

A transparent digital entrance made from four 55-inch OLED screens creates an immersive sliding-door experience while keeping the space behind visible. It can display welcome visuals, thematic animations or dramatic reveal content. Available in single or double-door formats with customised screen sizes, frame finishes and display modes.



SPIRAL OF THE REINS

A 360-degree cylindrical LED landmark creates a striking sculptural display with content flowing continuously around all sides, making it highly visible from every direction. It serves as a strong central attraction, brand beacon or storytelling feature in high-footfall areas. Built with multiple LED faces, an internal steel structure and media control system, it can be produced in smooth or faceted forms with static or animated wraparound content.





ARC OF THE GALLOP

Rotating arc-shaped LED screens come together to create the illusion of a sphere, producing a striking visual effect from selected viewpoints. As the arcs move, the structure delivers a dramatic reveal with depth, motion and perspective, making it ideal for logo reveals, milestone storytelling and short visual loops. The installation uses arc LED panels, a motorised central axis and media control system, with options for full or semi-sphere forms and different motion speeds.





CREATE YOUR OWN HORSE & RIDER

Guests enter through the Pathway to Glory, lined with illuminated DNA-inspired equestrian totems presenting horses, champions, event values, milestones and key messages. Synchronised lighting and animated content guide visitors towards the main venue or central installation, creating a powerful arrival journey. The pathway uses vertical LED totems, weighted bases, integrated light panels, a synchronised media controller, power distribution and branded flooring, with flexible options for different stories, quantities and interactive content.





CINEMATIC EQUESTRIAN GLAMBOT EXPERIENCE

Visitors step into a premium equestrian studio where a royal saddle, cinematic Glambot camera, and AI-powered virtual backgrounds come together to create a luxury horse-riding moment. The experience captures dramatic slow-motion footage and transforms it into a personalized keepsake.





ILLUMINATED HOOF TRAIL

A memory -based floor game where glowing hoofprints light up in a specific sequence.



STABLE GATE REACTION TEST

A fast reaction game made from a wall of small illuminated stable doors.





GUILDED REIN

A digital riding game controlled using real physical reins.



THE PERFECT PHOTO FINISH

Test your timing by stopping the race at the exact moment the horse crosses the finish line. The closer your timing, the higher your score.





MEMORY GAME

Interactive Equestrian Memory Challenge



INTERACTIVE EQUESTRIAN MEMORY CHALLENGE

A reaction-based jumping game where players physically jump at the correct moment to help their digital horse clear a series of obstacles.





PEDAL POWERED HORSE RACE

A competitive cycling experience where players pedal stationary bikes to power their digital horses across the racecourse.



REIN CONTROL GAME

A realistic riding simulator where players control a digital horse using real reins. Pull, steer, slow down, and accelerate through an equestrian course while avoiding obstacles and completing challenges.





THE LIVING CAVALCADE

Sensor-Based Interactive LED Walkway





INTERACTIVE HORSE SELECTION TABLE

Visitors explore a collection of beautifully crafted horse-and-rider figures, each representing a unique breed, discipline, heritage, or story.



INTERACTIVE HOLOGRAPHIC

Visitors select a horse from the tablet or create their own by drawing and customizing its colors, patterns, and accessories.





INTERACTIVE HOLOGRAPHIC HORSE ATELIER





THE ROYAL DISCOVERY TUBES

Interactive Holographic Tube Experience





PROJECTION MAPPING EXPERIENCE

A transparent mesh LED structure creates a floating digital installation where animated horses, riders, royal patterns, and ceremonial visuals appear to exist in mid-air while visitors can still see through the structure. The lightweight display becomes both an architectural landmark and a premium storytelling canvas without blocking views of the venue.



THE GOLDEN GALLOP

A projection mapping journey



WINDOWS OF MOTION

A PROJECTION MAPPING CONCEPT

STEP 1

The windows
glow to life.
Hints of motion
awaken.



STEP 2

Each window
becomes a portal
of equestrian
motion.



STEP 3

All windows
connect in
a synchronized
dance of light
and motion.





ADREA KIDS & FAMILY ACTIVITIES



MONOGRAMMED STABLE

Visitors select a leather accessory, choose an equestrian crest and add their initials before watching the item being embossed live. The personalised piece is then presented in premium packaging for a refined take-home experience. Options include luggage tags, key holders, card sleeves and bag tags in tan, navy or black leather with gold, silver or blind embossing.



THE GILDED HORSESHOE ATELIER

Visitors select a miniature horseshoe and personalise it with colours, metallic finishes, crystals, ribbons, charms or an engraved name. The activity uses horseshoe blanks, engraving equipment and craft tools, with each finished piece presented in a premium box. Options include gold, silver, rose gold, antique bronze or navy finishes, designed as a wall ornament, desk display, hanging keepsake or framed artwork.



CHAMPION SILK STUDIO

Participants aged 6 and above will transform a plain notebook into an elegant ADREA-inspired equestrian journal using horse silhouettes, hoofprints, metallic initials, ribbons and charms. The 20–30-minute activity accommodates 10–15 participants and encourages graphic design, personal expression and creative writing, with each participant taking home a personalised equestrian notebook.





THE LEGACY SEAL PRESS

Visitors create a personalised equestrian crest by selecting a horse symbol, crown, laurel and initials through a touchscreen interface. The finished crest is embossed or wax-sealed onto a premium souvenir such as a framed artwork, certificate, card, envelope or notebook cover. Different symbols, wax colours and metallic finishes allow each guest to create a unique keepsake.



CHAMPION COLLECTOR CARD

Visitors capture their photo, select a horse, and customise racing colours, titles and champion statistics to create a personalised collectible equestrian card. A premium trading card is printed instantly, while a digital version with a QR code is generated for download and sharing. The activation combines personalisation, competition and collectible memorabilia, creating a memorable souvenir for guests of all ages.





WOODEN HOBBY HORSE WORKSHOP

Children aged 5–12 will design and decorate a traditional hobby horse using a lightweight wooden stick, pre-shaped horse head, yarn, felt, ribbons and safe paint, then personalise it with reins, an ADREA-inspired name tag and complete a short riding challenge. The 30–40-minute activity accommodates 8–12 participants and promotes creativity, coordination, imaginative play and an introduction to horse markings, with each child taking home their personalised hobby horse.



PLUSH HORSE TOY WORKSHOP

Children aged 4–12 will personalise a soft plush horse by adding a coloured yarn mane and tail, decorating a miniature saddle cloth, selecting accessories and creating a birth certificate. The 25–35-minute activity accommodates 8–10 participants and develops emotional connection, storytelling, creativity and fine motor skills, with each child taking home their customised plush horse and certificate.



ROYAL HORSE NOTEBOOK DESIGN

Participants aged 6 and above will transform a plain notebook into an elegant ADREA-inspired equestrian journal using horse silhouettes, hoofprints, metallic initials, ribbons and charms. The 20–30-minute activity accommodates 10–15 participants and encourages graphic design, personal expression and creative writing, with each participant taking home a personalised equestrian notebook.





PRINTED HORSE T-SHIRT WORKSHOP

Children aged 6–14 will create a wearable horse-themed T-shirt using safe stencil and fabric-printing techniques, choosing from ivory, emerald or burgundy shirts and decorating them with horse designs, names or short phrases, and a small gold horse emblem. The 30–40-minute activity accommodates 8–10 participants and encourages fashion design, colour selection and printmaking, with each child taking home a custom horse T-shirt.



LEATHER HORSE KEYCHAIN WORKSHOP

Participants aged 8 and above will craft a premium horse- or horseshoe-shaped keychain using pre-cut leather, personalised stamps, decorative patterns, tassels and metallic details. The 20–25-minute activity accommodates 8–10 participants and develops traditional craftsmanship, hand control and appreciation of equestrian materials, with each participant taking home a personalised keychain in a branded pouch.



EQUESTRIAN PENCIL CASE CUSTOMISATION

Children aged 5–12 will customise a fabric pencil case using horse or horseshoe patches, textile pens, initials, decorative borders and a zip charm, then fill it with matching pencils. The 20–25-minute activity accommodates 10–12 participants and encourages design composition, practical creativity and a sense of ownership, with each child taking home a personalised pencil case.





ROYAL SCHOOL BACKPACK WORKSHOP

Children aged 6–14 will customise an equestrian school backpack by selecting a colour and adding a horse silhouette patch, initials, decorative straps, a horse charm and a matching name tag. The 30–40-minute activity accommodates 6–8 participants and develops practical design skills, personal identity and creative decision-making, with each child taking home a customised school backpack.



HORSE STAMP SET WORKSHOP

Participants aged 5–12 will create a mini collection of horse-themed stamps using foam designs and wooden blocks, then experiment with washable inks to produce a printed postcard or wrapping sheet. The 25–30-minute activity accommodates 10–15 participants and develops pattern creation, printmaking, repetition and visual storytelling, with each child taking home their stamp set and printed card.



HORSE-PRINT TOTE BAG WORKSHOP

Families with children aged 5 and above will create a reusable equestrian tote bag by selecting a canvas colour, applying a horse, hoofprint or line-art stencil, and adding names, a family message and ribbon details. The 25–35-minute activity accommodates 8–12 participants and promotes sustainability, design skills and family collaboration, with each family taking home a personalised tote bag.





CERAMIC HORSE PAINTING KIT

Participants aged 5 and above will paint a ceramic horse figurine using colours inspired by real horse coats or ADREA’s royal palette, adding realistic markings and decorative saddle details. The 35–45-minute activity accommodates 8–10 participants and develops observation, colour recognition, patience and artistic confidence, with each participant taking home a hand-painted ceramic horse in a protective box.



HORSE BOOKMARK WORKSHOP

Participants aged 7 and above will create a premium leather bookmark by embossing it with a horse, horseshoe or initial, adding metallic details and finishing it with a tassel. The 15–20-minute activity accommodates 10–15 participants and encourages craftsmanship, personalisation and a connection between reading and equestrian culture, with each participant taking home a leather bookmark in a presentation sleeve.



MINI STABLE PLAYSET WORKSHOP

Children aged 6–12 will construct and decorate a miniature stable for a toy horse, assembling the structure and adding doors, fences, a name plaque, hay bales and water buckets. The 40–50-minute activity accommodates 6–8 participants and develops construction skills, spatial thinking, planning and an understanding of horse-care environments, with each child taking home a mini stable and horse figurine.





HORSESHOE BRACELET WORKSHOP

Children and parents aged 6 and above will create a personalised bracelet using colourful beads, elastic cord, initials and a horseshoe, horse-head or rosette charm. The 15–25-minute activity accommodates 10–15 participants and develops pattern-making, fine motor skills and an understanding of horseshoe symbolism, with each participant taking home a bracelet in a gift envelope.



FAMILY EQUESTRIAN CREST CRAFT KIT

Families with children aged 5 and above will create a royal-style crest representing their shared identity and values using shield shapes, horse symbols, initials, ribbons and metallic details. The 30–40-minute activity accommodates 5–8 families and promotes bonding, teamwork, collective creativity and values such as courage, respect, unity and excellence, with each family taking home a framed personalised crest.



HORSE STICKER PACK DESIGN

Participants aged 4–12 will create a personalised collection of equestrian stickers by colouring horse-themed templates, selecting breeds, equipment and decorative symbols, and adding names or short messages. The 20–30-minute activity accommodates 10–15 participants and develops illustration, categorisation and visual communication skills, with each child taking home a customised sticker pack arranged on a presentation card.





ROYAL EQUESTRIAN GIFT BOX

Participants of all ages will decorate a premium emerald or burgundy presentation box with a horse emblem, initials, patterned tissue, an antique-gold ribbon and a personalised gift card, then fill it with selected handmade items from their workshop journey. The 15–20-minute activity accommodates 8–12 families and encourages presentation, gifting, appreciation and celebration, with each family taking home a complete Royal Equestrian Gift Box.





PRODUCTION & OPERATIONS



AV / LIGHTING / POWER



AUDIO

- Main Arena show PA.
- Outdoor arena PA.
- Library speech system.
- Courtyard ambient audio.
- Hospitality audio.
- Radio communication.

All systems should have operational redundancy for mission-critical programmes.

VIDEO

- Screens.
- Playback.
- Presentations.
- IMAG if required.
- Camera feeds.
- Recording.

LIGHTING

- Arena performance.
- Architecture.
- Landscape.
- Hospitality.
- Exhibitions.
- Functional/safety.

POWER

- Develop a load schedule covering:**
- Existing supply.
 - Generators.
 - Backup generators.
 - UPS.
 - Distribution boards.
 - Cable routes.



TEMPORARY STRUCTURES

Potential infrastructure:

- Entrance features.
- Registration counters.
- Temporary lounges.
- Shade structures.
- Kiosks.
- Screens.
- Seating platforms.
- Control positions.
- Catering support.
- Temporary barriers.

Requirements:a

- Engineering approval.
- Wind calculations.
- Fire safety.
- Load certification.
- Accessibility.
- Horse safety.
- Overnight security.





OPERATIONAL PLAN

The event will operate through a central Event Operations Plan.

Key documents:

Master Operations Manual.

Site plan.

Contact sheet.

Programme.

Staffing plan.

Radio plan.

Transport plan.

Security plan.

HSE plan.

Emergency plan.

Guest flow plan.

Horse movement plan.

Supplier schedule.

Opening/closing checklist.

Daily briefing structure.

A central Event Control Centre should coordinate all departments.



GUEST MANAGEMENT

Approximately 1,400 attendees are anticipated per day during the three-day anniversary programme.

Guest management includes:

- Database.
- Invitations.
- RSVP.
- Ticketing.
- Confirmation.
- Registration.
- Check-in.
- Information.
- Host deployment.
- Queue control.
- Programme guidance.
- Lost & found.
- Feedback.

Guest volumes should be distributed through programme scheduling to avoid congestion.





TICKETING / ACCREDITATION



TICKETING

- Digital tickets.
- QR validation.
- Show allocation.
- Capacity management.
- Re-entry rules.



ACCREDITATION CATEGORIES

- | | |
|------------|-----------------|
| VIP. | Artist. |
| VVIP. | Facilitator. |
| Media. | Staff. |
| Performer. | Supplier. |
| Rider. | Technical crew. |
| Speaker. | |



VIP & PROTOCOL

Establish a dedicated Protocol Department.

Responsibilities:

- VIP master list.
- Arrival windows.
- Drop-off.
- Welcome.
- Seating.
- Escorts.
- Private holding.
- Security liaison.
- Gifts.
- Departure.

Create separate SOPs for:

- Royal/VVIP.
- Government.
- Diplomats.
- Partners.
- Sponsors if applicable.
- International guests.





HOSPITALITY / CATERING

Hospitality categories:

- VIP lounge.
- General guest.
- Restaurant integration.
- Outdoor dining.
- Artist/speaker catering.
- Rider/team catering.
- Staff meals.
- Water stations.

Requirements:

- Menu approval.
- Service plan.
- Dietary management.
- Allergy procedures.
- Food safety.
- BOH.
- Waste.
- Service timing.





STAFFING



LEADERSHIP

- Project Director.
- Project Manager.
- Deputy PM.
- Production Director.
- Operations Director.
- Creative Director.



VENUE

- Venue Managers.
- Zone Supervisors.
- Stage Managers.



GUEST

- Guest Experience Manager.
- Hosts.
- Ushers.
- Registration.



VIP

- Protocol Manager.
- VIP Hosts.



PRODUCTION

- Technical Manager.
- Sound.
- Lighting.
- Video.
- Show caller.
- Crew.

OPERATIONS

- Logistics.
- Transport.
- Runners.
- Help desk.

PROGRAMME

- Artist liaison.
- Speaker liaison.
- Facilitator coordinator.
- Rider liaison.

HSE

- HSE Manager.
- Medical.
- Crowd management.



SECURITY

Security plan should cover:

- Perimeter.
 - Entrance screening.
 - Bag checks.
 - VIP areas.
 - Arena.
 - Stables.
 - BOH.
 - Control centre.
 - Overnight security.
- Security must remain professional but discreet.





TRAFFIC / PARKING / VALET

Develop a detailed Traffic Management Plan.

Include:

- General parking.
- VIP parking.
- Valet.
- Taxi.
- Ride-hailing.
- Bus/shuttle.
- Staff parking.
- Supplier access.
- Horse transport.
- Emergency access.

Separate pedestrians, vehicles, horses and logistics wherever possible.





LOGISTICS

Central logistics controls:

- Supplier booking system.
 - Delivery windows.
 - Loading zones.
 - Storage.
 - Forklift/equipment.
 - Staff access.
 - Vehicle permits.
 - BOH routes.
 - Waste collection.
 - Overnight restocking.
- No uncontrolled deliveries should occur during guest operational hours.





HEALTH & SAFETY

A comprehensive HSE framework must include:

- Risk assessments.
- Method statements.
- Site inspections.
- Contractor compliance.
- Fire safety.
- Food safety.
- Working at height.
- Electrical safety.
- Temporary structures.
- Crowd management.
- Horse/public risks.
- Incident reporting.

The RFP explicitly requires comprehensive HSE plans, emergency procedures, crowd management and contingency planning.





EMERGENCY & CONTINGENCY

Prepare procedures for:

- Medical emergency.
- Fire.
- Evacuation.
- Lost child.
- Missing person.
- Security threat.
- Horse incident.
- Power failure.
- AV failure.
- Severe weather.
- High wind.
- Rain.
- Transport disruption.
- Crowd congestion.

Each scenario requires:

Trigger → Decision Maker → Response → Communication → Recovery.





ACCESSIBILITY

Provide:

- POD parking.
- Accessible drop-off.
- Wheelchair routes.
- Ramps.
- Accessible seating.
- Toilets.
- Priority check-in.
- Staff assistance.
- Emergency support.

Accessibility should be integrated into design from the start.





CLEANING / WASTE / SUSTAINABILITY



CLEANING

- Pre-opening.
- Continuous cleaning.
- Toilets.
- Hospitality.
- Outdoor zones.
- Overnight reset.



WASTE

- General.
- Recycling.
- F&B.
- BOH.



SUSTAINABILITY

- Rental/reusable furniture.
- Modular infrastructure.
- Digital tickets.
- Reduced plastic.
- LED lighting.
- Recyclable materials.



MANAGEMENT & COMMERCIAL

PROJECT MANAGEMENT METHODOLOGY

Our methodology follows nine phases.



1 PHASE DISCOVER

Kickoff
Site survey
Stakeholder alignment
Brief validation



2 PHASE DEFINE

Scope matrix
Responsibilities
Programme requirements
Budget framework



3 PHASE DESIGN

Concept
Masterplan
3D
Technical design



4 PHASE DEVELOP

Detailed drawings
Supplier scopes
Programme integration



5 PHASE PROCURE

RFQs
Contracts
Fabrication
Participant agreements



6 PHASE PRODUCE

Fabrication
Technical preparation
Content
Printing



7 PHASE INSTALL & REHEARSE

Build
Testing
Training
Rehearsals



8 PHASE DELIVER

Three-day gala
November programme
Daily operations

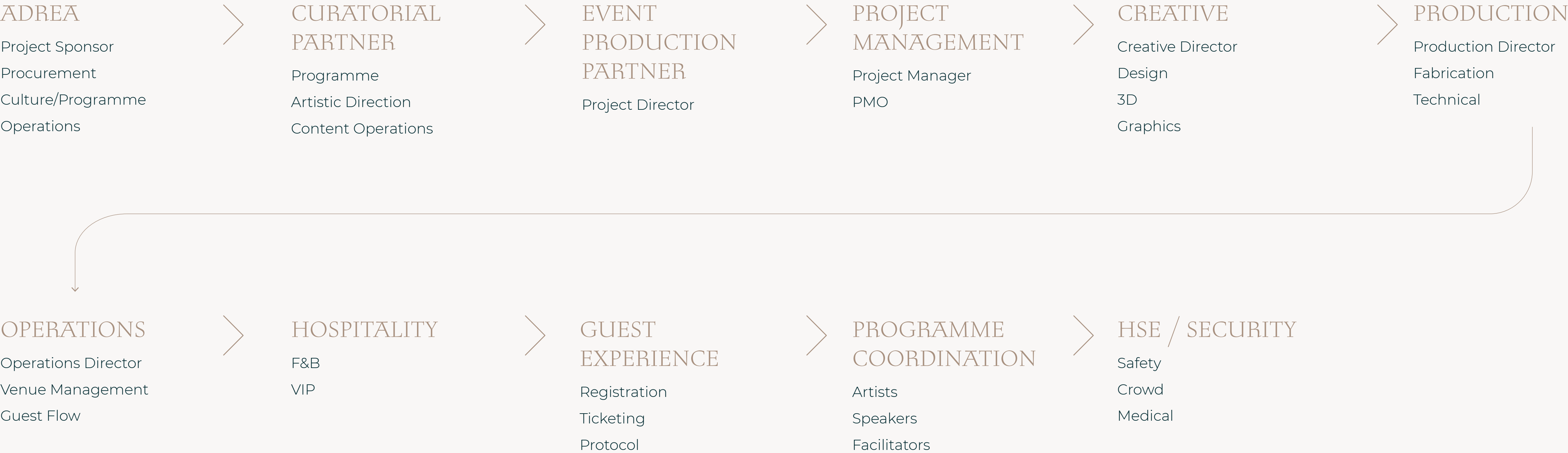


9 PHASE CLOSE

De-rig
Reconciliation
Reporting
Lessons learned



ORGANISATION CHART



RESPONSIBILITY MATRIX

A formal RACI should define:



ADREA

- Approvals
- Institutional direction
- Brand governance
- Site access



CURATOR

- Programme concept
- Content
- Artistic selection



EVENT COMPANY

- Experience design
- Production
- Technical
- Operations
- Hospitality
- Guest management



SUPPLIERS

- Specialist delivery

Every scope item should have:

- Responsible
- Accountable
- Consulted



PROJECT TIMELINE

Key stages:

JULY

- Proposal
- Award
- Kickoff

SEPTEMBER

- Detailed design
- Technical planning
- Procurement
- Permits
- Supplier confirmation

MID/LATE OCTOBER

- Installation
- Technical commissioning
- Training
- Rehearsals

POST EVENT

- De-rig
- Financial reconciliation
- Report

AUGUST

- Site surveys
- Concept
- Masterplan
- Programme integration

EARLY OCTOBER

- Fabrication
- Content production
- Staff recruitment
- Operational planning

30 OCT — 1 NOV

- Main anniversary programme
- NOVEMBER
- Month-long activations

The official RFP confirms the three-day event on 30 October, 31 October and 1 November 2026 followed by November programming



PRODUCTION SCHEDULE

Detailed production schedule should include:

- Creative freeze.
 - Design freeze.
 - Technical freeze.
 - Print deadline.
 - Fabrication start.
 - Mock-up review.
 - AV testing.
 - Content delivery.
 - Site handover.
 - Load-in.
 - Build.
 - Technical testing.
 - Programme rehearsal.
 - Dress rehearsal.
 - Opening.
 - Daily reset.
 - De-rig.
- Use milestone approvals to avoid late changes.





SUPPLIER MANAGEMENT

All suppliers should undergo:

- Prequalification.
- RFQ.
- Technical review.
- Commercial comparison.
- Appointment.
- Contracting.
- Insurance verification.
- HSE onboarding.
- Delivery scheduling.
- Performance monitoring.

Maintain:

- Supplier tracker.
- PO tracker.
- Payment tracker.
- Risk tracker.



KEY PERFORMANCE INDICATORS

Recommended KPIs:

GUEST EXPERIENCE

- Attendance
- Registration time
- Satisfaction
- Complaints
- Dwell time

PROGRAMME

- Session attendance
- Capacity utilisation
- Workshop participation

OPERATIONS

- Programme on-time percentage
- Incident rate
- Queue times

HOSPITALITY

- Service quality
- VIP feedback

DIGITAL

- Content engagement
- Photography/social reach where measured

NOVEMBER PROGRAMME

- Repeat visitation
- Community participation
- Workshop occupancy





POST-EVENT REPORTING

Deliver a final report including:

- Attendance.
- Programme performance.
- Guest feedback.
- Operational observations.
- HSE.
- Incident summary.
- Photography.
- Media/social metrics where available.
- Supplier performance.
- Financial reconciliation.
- Sustainability results.
- Recommendations.

This turns the anniversary into institutional learning for future ADREA events.





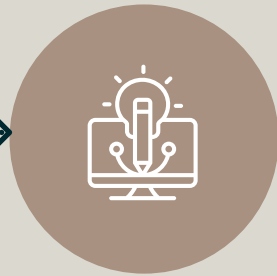
WORK PROCESS



Design Approval
Present customized contemporary designs tailored to the client's needs for final approval, ensuring alignment with their vision.



Site Visit
Evaluate the physical space to confirm design concepts fit the available dimensions, layout, and volume.



Working Drawings
Develop detailed and accurate technical drawings as the foundation for the project's execution.



Review Working Drawings
Thoroughly review drawings to ensure accuracy, include all necessary details, and make corrections before execution.



Venue Approval
Submit finalized designs and drawings for venue approval to avoid last-minute revisions and ensure compliance with requirements.



Primary Production Meeting
Conduct a meeting to allocate tasks, align production divisions, and discuss fabrication details before production begins.



Production Activity Plan
Draft a timeline with specific deadlines to keep the project on schedule and ensure timely completion.



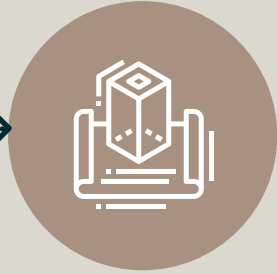
Sample Swatch Board
Prepare a swatch board showcasing all final finishes and materials for client approval before implementation.



Procurement
Source materials in line with the production schedule to ensure all resources are available on time.



Actual Fabrication
Begin fabrication and monitor activities closely to maintain quality and alignment with the project plan.



Mock-Up Visit
Create a mock-up for client inspection and approval before final finishes are applied to ensure design integrity.



Build-Up Schedule
Establish a detailed build-up schedule, defining clear deadlines to ensure efficient and timely execution.

OUR TEAM



Ahmed Al Ghafri
Chairman

Ahmed is a distinguished Emirati business leader and CEO with extensive experience in business management, advertising, marketing communications, and event management. He has led major projects for government, semi-government, and private sector clients across the UAE.

Known for his strategic vision and entrepreneurial mindset, Ahmed drives business growth, builds strong partnerships, and leads teams to deliver innovative, high-impact brand, marketing, and event solutions with excellence and integrity.



Nader Sadek
Chief Creative Officer

Nader is an award-winning marketing director with over 14 years of experience in leading digital and brand strategy. He has a proven track record of success in developing and implementing effective marketing and communication strategies that drive business growth. Nader excels in both offline and online campaigns across the UAE and GCC markets, where he has successfully led cross-functional teams to execute impactful digital marketing and branding initiatives.

Committed to delivering exceptional results, Nader is known for his ability to lead high-performance teams and manage multiple projects simultaneously. His expertise in marketing and communication strategy makes him an asset to INK's clients who are seeking to achieve their business objectives.



Amgad Habib
Chief Commercial Officer

Amgad is a strategic Marketing and Communication Specialist with 16 years of industry experience. He is highly skilled in leadership, management, marketing, advertising, branding, client service, B2B communication, print, and event management. Amgad has a proven track record of generating and executing innovative ideas that have significantly contributed to the development of his company. He is proactive, consistently identifying areas for improvement and realigning strategies and operations to meet organizational goals.

Amgad has been associated with INK since November 2008. During his tenure, he has managed several functions, including the finalization of receivables, payables, bank facilities, profit and loss calculations, and distributions to partners.



Ahmed Badawy
Strategy Director

Strategic business development and organizational transformation consultant with over two decades of real-world leadership experience. I specialize in helping companies grow, adapt, and thrive in an ever changing market landscape.

I believe business is not just about numbers and strategies, it's about people, ambition, and bold ideas that move the world forward.

Throughout my 25+ years of journey' with 'Throughout my 25+ year career'. Change 'ever changing' to 'ever-changing' and 'strategies, it's about people' to 'strategies; it's about people'. Split the long paragraph for readability.

My passion lies in unlocking growth, simplifying complexity, and creating environments where innovation thrives



Shady Al Sherif
Business Development Manager

Shady is an expert at turning connections into long-term success. Over the past 15 years, he has mastered the art of building and nurturing relationships with key stakeholders, transforming potential opportunities into thriving partnerships.

Shady combines strategic vision with meticulous execution; he doesn't just pitch innovative partnership strategies-he collaborates across teams to bring them to life through seamless, high-quality activations. Whether he is presenting a new proposal or optimizing an existing program, Shady's results-driven mindset and communication expertise make him a vital asset in elevating our brand's partnership portfolio.



Nesma Bissar
Senior Projects Manager

Nesma Bissar is an experienced Event and Project Management professional with a strong background in delivering corporate events, conferences, exhibitions, sports tournaments, employee engagement programs, and brand activations across the UAE, GCC, and international markets.

She has successfully managed end-to-end project lifecycles, including planning, budgeting, stakeholder coordination, vendor management, execution, and post-event evaluation. Known for her leadership, strategic thinking, and attention to detail, Nesma creates impactful experiences that strengthen brand presence and deliver high-quality results.



Omneya Ghoweil
Senior Account Manager

Omneya is an accomplished Executive Account Manager with extensive experience in strategic partnerships, client management, and premium event delivery across the UAE, Saudi Arabia, and the UK.

She has successfully managed high-profile festivals, international sporting events, government initiatives, and VIP experiences, overseeing projects from planning to execution. Known for her attention to detail, strong stakeholder relationships, and solution-oriented approach, Omneya delivers seamless, impactful experiences that exceed client expectations.



Mohamed Amin
Digital Transformation Manager

Mohamed Amin is a skilled Digital Transformation Manager with strong expertise in digital strategy, web technologies, IT solutions, and process improvement.

He plays a key role in supporting the company's digital growth by implementing smart systems, enhancing online platforms, and streamlining operations. With a solution-focused mindset and strong technical knowledge, Mohamed helps deliver efficient, innovative, and future-ready digital solutions that support business success.



Rana Salah
Senior Projects Executive

Rana Salah is a results-driven Creative Account Manager at INK Events, specializing in transforming ideas into impactful brand experiences. She combines creativity, strategy, and strong execution skills to manage projects from concept development and client communication to production and on-ground delivery.

With experience across government initiatives, corporate activations, and major campaigns, Rana has worked with leading UAE entities including Tadweer Group, Environment Agency – Abu Dhabi (EAD), Abu Dhabi Public Health Center (ADPHC), and Al Jazira Club. Known for her attention to detail, storytelling approach, and client-focused mindset, she delivers creative projects with clarity, precision, and impact.



Ruba Hanna
Business Development Executive

Ruba is a dedicated Business Account Executive with over five years of experience in client relationship management, business development, and account coordination.

With a strong network across Abu Dhabi, she works closely with government entities, corporate organizations, and key stakeholders to support smooth project delivery. Known for her organization, responsiveness, and client-focused approach, Ruba helps build long-term partnerships and ensures every project is handled with professionalism and care.



Ahmed Essam
Interior 3D Designer

Ahmed specializes in creating interior spaces that combine creativity, functionality, comfort, and user experience. His design approach focuses on developing spaces that are not only visually attractive but also purposeful and practical.

Through realistic 3D visualizations, he helps bring interior concepts to life and allows clients to experience the look and feel of a space before execution.



Praveen Velakkatt
Senior Creative Designer

Praveen is a conceptual thinker and highly skilled senior designer known for versatile, high-impact layouts across print, digital, and branding. He combines visual storytelling with structured design thinking to produce compelling brand communications. His experience spans corporate reports, event graphics, and brand activations.

Key Clients: Mubadala, Emirates NBD, NEOM, Abu Dhabi Global Market
Major Projects: Mubadala Annual Report Design, Emirates NBD Innovation Campaign, NEOM Urban Development Presentations, ADGM Strategic Reports



Ramzan Khalil
Senior 3D Designer

Ramzan is a Senior 3D CGI Artist and Motion Designer with over 4 years of experience. He specializes in creating high-quality 3D models, animations, and motion graphics using tools like Blender, Maya, Unreal Engine, and Adobe Creative Suite.

Known for his artistic vision and technical skill, Abdullah delivers exceptional visual content for advertising, film, and digital media. His work includes a series of animated videos for ADNOC’s internal communications, showcasing his creativity, excellence, and meticulous attention to detail. His expertise is reflected in the series of animated videos that Ramzan created for ADNOC’s internal communications.



Syed Aman Ali
Creative & Motion Designer

Aman is a skilled visual developer and graphic designer with a diploma in Graphic Designing and 4 years of experience. He creates engaging digital content such as social media posts, emailers, event graphics, and HTML newsletters, many of which he has developed for Khalifa Fund as part of their ongoing communication and marketing needs.

With a strong focus on brand guidelines, Syed delivers creative, consistent designs that align with strategic goals. He has also developed graphics for major events and clients such as The UAE Council For Fatwa Council, Crown Prince Court (CPC), and many other high-profile projects.



Krunal Vinayak Rahate
Senior Video Editor

Krunal Rahate is a Senior Motion Designer and 2D Animator with more than 15 years of experience in animation, motion graphics, and digital storytelling. He holds a three-year diploma in Animation and Filmmaking from the School of Animation in India.

Krunal began his career at Disney India and later worked with several leading media firms and tech giants in Mumbai, contributing to large-scale campaigns and animated content. He specialised in creating high-viewership animated stories, songs, and corporate videos. Krunal is known for precise execution, creative clarity, and dependable visual quality.



Mostafa Magdy
Art Studio Director

Mostafa Magdy is an experienced Art Studio Director with strong expertise in creative direction, visual design, and studio leadership.

He leads the creative vision across projects, guiding design teams to deliver high-quality concepts, visuals, and brand experiences. With a strong eye for detail, innovation, and visual storytelling, Mostafa ensures every project reflects the client’s objectives and meets the highest creative standards. His leadership, strategic thinking, and passion for design make him a key force behind impactful creative execution.



Salma Mohamed
Architect & 3D Designer

Salma is responsible for developing creative architectural concepts and translating them into detailed, realistic, and visually engaging 3D visualizations.

She combines architectural thinking with artistic sensitivity, ensuring that every space is designed with both functionality and aesthetics in mind. Her work helps clients clearly understand the design vision before it comes to life.



Mariam Ibrahim
Business Developer

Mariam Ibrahim is a driven Business Developer with strong expertise in client acquisition, partnership building, and market growth.

She plays a key role in identifying new business opportunities, developing client relationships, and supporting strategic growth across different sectors. With excellent communication skills and a proactive approach, Mariam works closely with clients and internal teams to understand requirements, present effective solutions, and create long-term value. Her professionalism, confidence, and results-focused mindset make her an important part of the business development team.



Farida Magar
Account Manager

Farida Magar is a dedicated Account Manager with strong experience in client servicing, project coordination, and relationship management.

She plays an important role in understanding client needs, coordinating with creative and production teams, and ensuring projects are delivered smoothly and on time. With excellent communication skills, attention to detail, and a proactive approach, Farida helps maintain strong client relationships and supports the delivery of effective, high-quality solutions that meet project objectives.



Samaan Samy
Architect & 3D Designer

Samaan Samy is a skilled Architect and 3D Designer with strong expertise in architectural design, creative concepts, and high-quality 3D visualization.

He develops innovative design ideas and transforms them into clear, realistic visual presentations that communicate each project's vision effectively. With a strong understanding of space, form, and detail, Samaan supports the design process from concept creation to final presentation, delivering creative and practical solutions that enhance the overall project experience.



INK EVENTS - FACTS & FIGURE

15+

Years of Experience

720+

Successful Projects

2,000+

Event Hours Delivered

12+

Award-Winning Events

35+

Growing Team of +35 Professionals

5 INTERNATIONAL & NATIONAL MEGA EVENTS

Executed Annually Across UAE

FULL END-TO-END SERVICES

Concept Development

Exhibition Design

Fabrication & Build

AV & Digital Integration

Event Operations

Logistics & Asset Management

DEDICATED MULTIDISCIPLINARY TEAM

Creative Directors

Exhibition Architects

Event Producers

AV Specialists

Operations & Logistics Managers



OUR BRAND EXPERIENCE STRATEGY

We don't just produce events-we create brand experiences. From strategy and storytelling to design and execution, every moment is built to connect, engage, and leave a lasting impact.

DISCOVER THE PURPOSE



Understand the brand, audience, objectives, challenges, and desired impact.

DEFINE THE STRATEGY



Build a clear event direction aligned with business goals and measurable outcomes.

CREATE THE BIG IDEA



Develop a distinctive concept, theme, storyline, and creative identity.

DESIGN THE JOURNEY



Map every guest touchpoint from invitation and arrival to engagement and departure.

DEVELOP THE EXPERIENCE



Transform the concept into environments, activities, content, entertainment, and interactions.

INTEGRATE BRAND & CONTENT



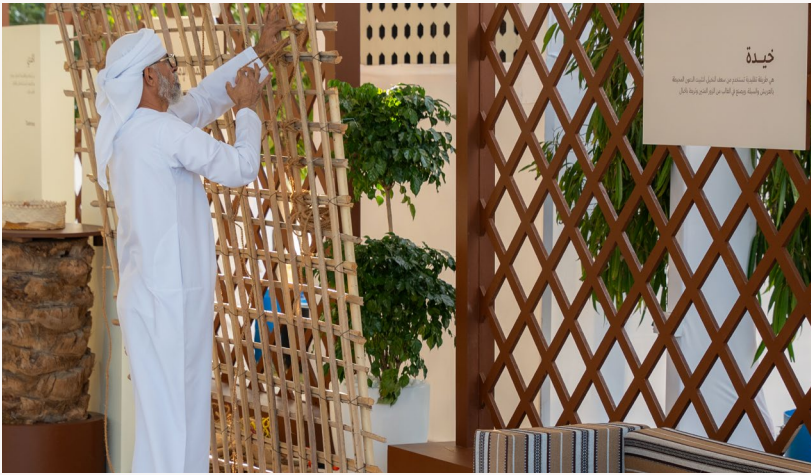
Ensure every visual, message, and moment communicates one consistent brand story.

ENGINEER THE DETAILS



Plan spatial design, production, technology, logistics, safety, and operational requirements.

PRODUCE & DELIVER



Manage fabrication, suppliers, rehearsals, installations, and on-site implementation.

EXECUTE WITH PRECISION



Coordinate every live element to deliver a seamless and memorable guest experience.

MEASURE THE IMPACT



Evaluate engagement, outcomes, feedback, and opportunities for long-term value.

The image features a dark teal background with a white geometric design. A large, rounded rectangle is centered, with its corners defined by the intersection of two large circles. Two vertical lines extend from the top and bottom of the page, passing through the centers of these circles. On the left and right sides of the circles, there are small teal dots. The text "Thank You" is written in a white, elegant script font, centered within the rounded rectangle.

Thank You