



DESIGNING FUN DESTINATIONS



[www.asidesigns.com](http://www.asidesigns.com)









## Designing Destinations

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

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

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

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





## The Team

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

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

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



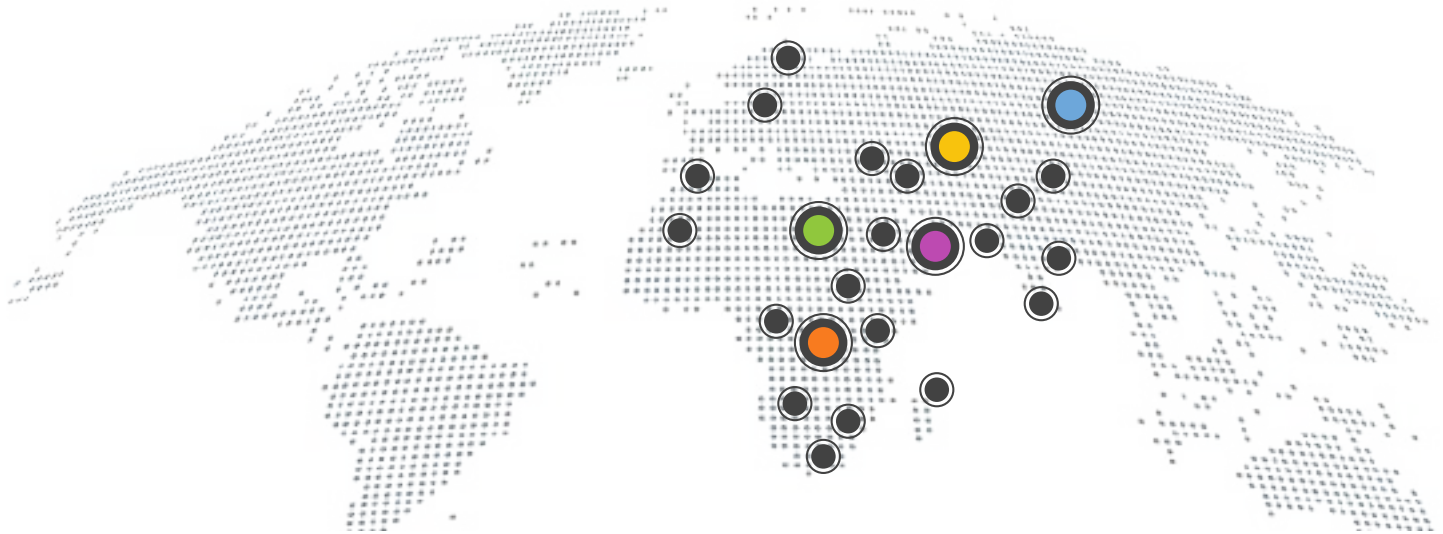
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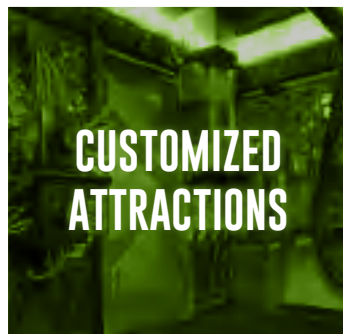
Designing a profitable leisure destination requires more than just the knowledge architecture and interior design. Integrating the dynamics of leisure equipment and the operational requirements into the project design is vital.

# Fun Destinations Across The Region



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PROJECT EFFICIENCY

PROJECT CONSTRUCTION

OPERATIONAL DYNAMICS

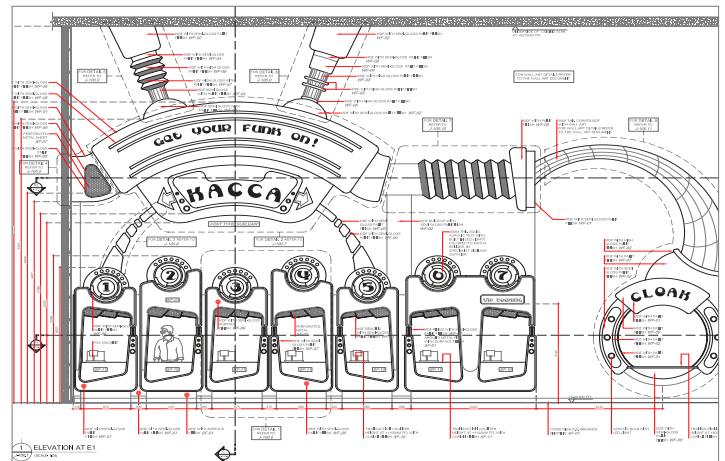
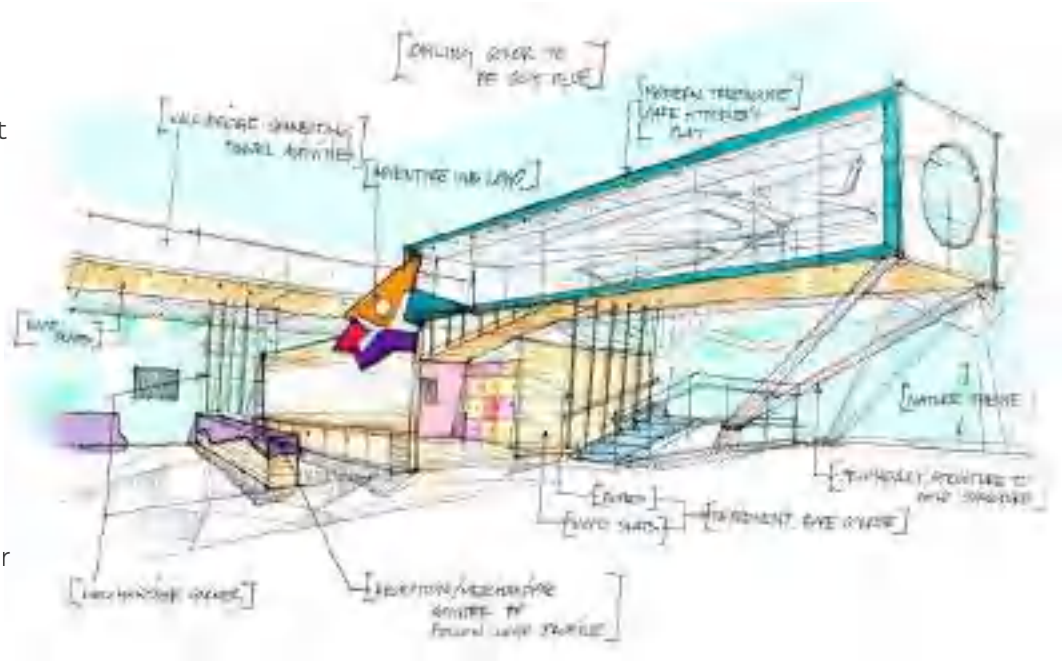


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Once the master plan and concept design for the project has been approved, it is time to realize design schematics and detailed design for each component thus converting the investor's dream into reality, keeping in mind the approved project budget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





# Playful Learning and Edutainment Concepts

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CHOU MACHOUX, Lebanon



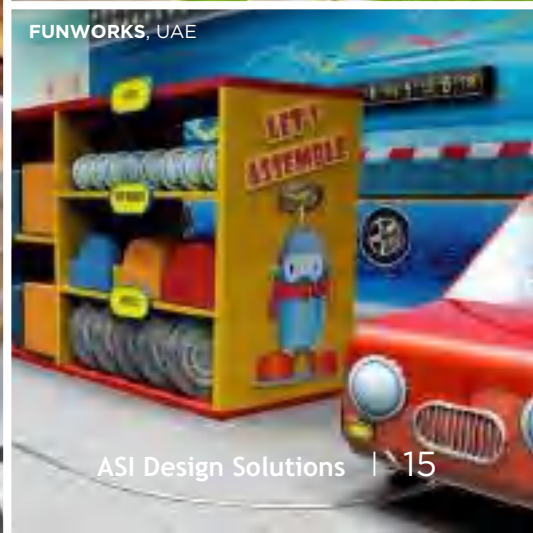
FUNWORKS, UAE



ADVENTURA, KSA



KIDOOS, KSA



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# Is My Leisure Operation Planned For Success?

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

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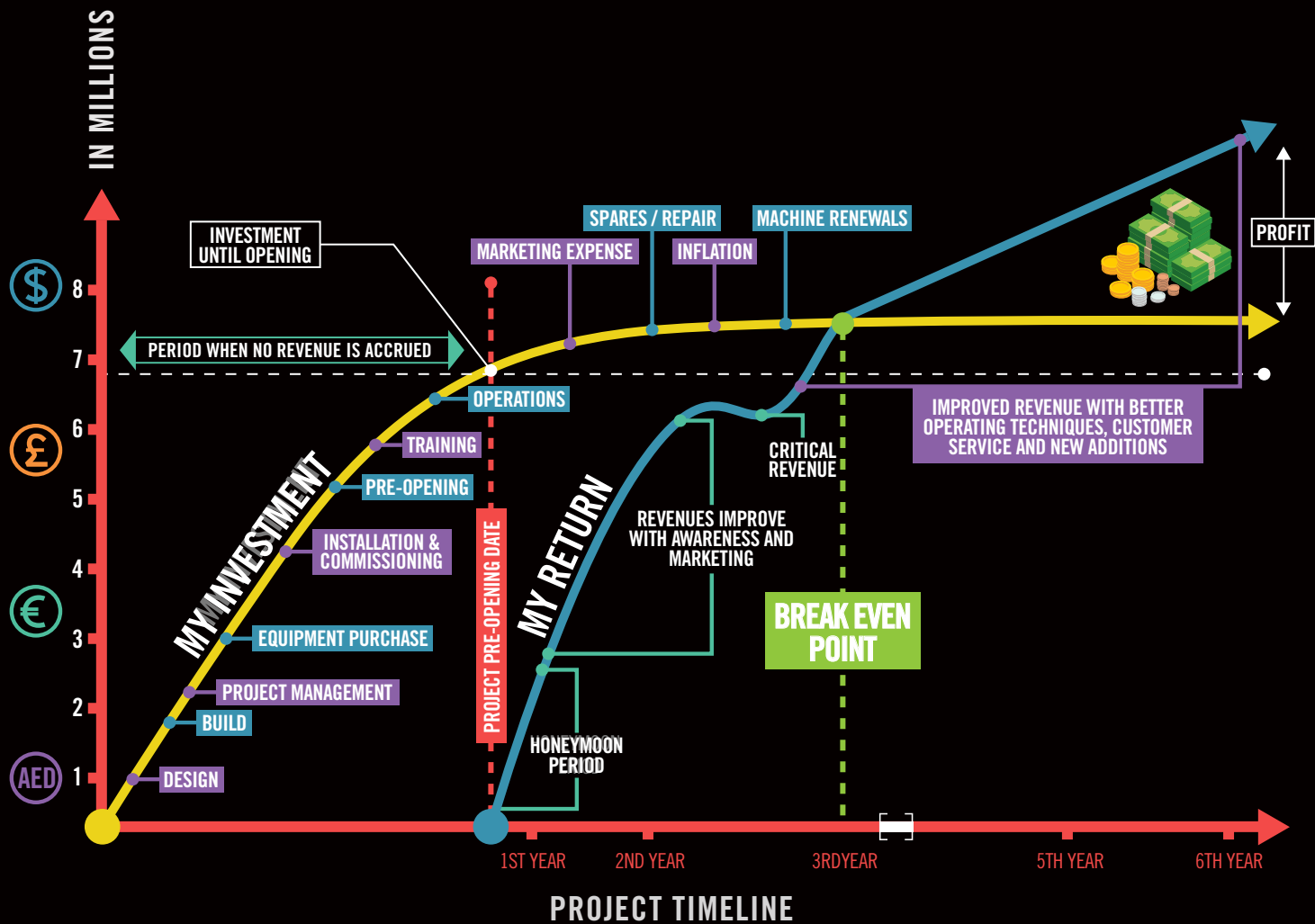
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# Projects Gallery





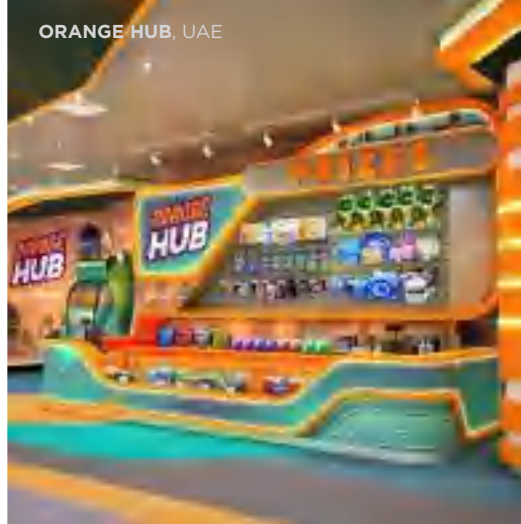


## FECs & LBEs





ORANGE HUB, UAE



FUNKY WORLD, Kazakhstan



## Operationally Efficient Designs



WONDERGATE, KSA

TRIDOM, UAE



TAKENDA, KSA





SAFFORILAND, KSA



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PLAYBOX, India



FUNSCAPE PLAY, Bahrain





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FUN-O-POLIS, India



PLAY AROUND AT SOME PLACE NICE, UAE











LIT, UAE



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LIT, UAE

## Experiential Designs





CITY PLAZA, KSA

## Dynamic Designs



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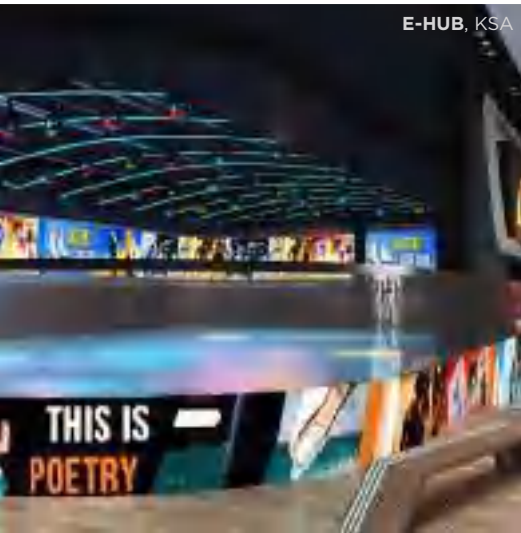


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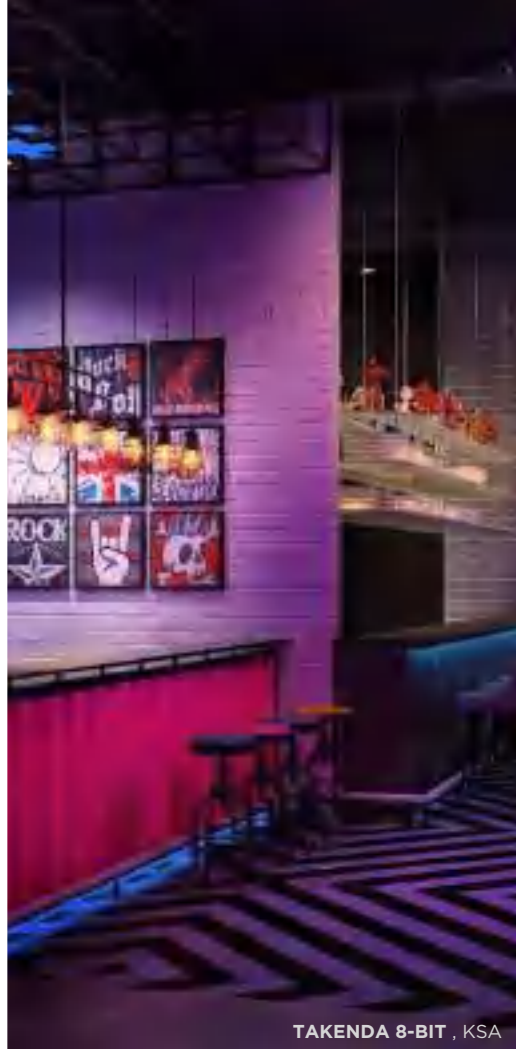


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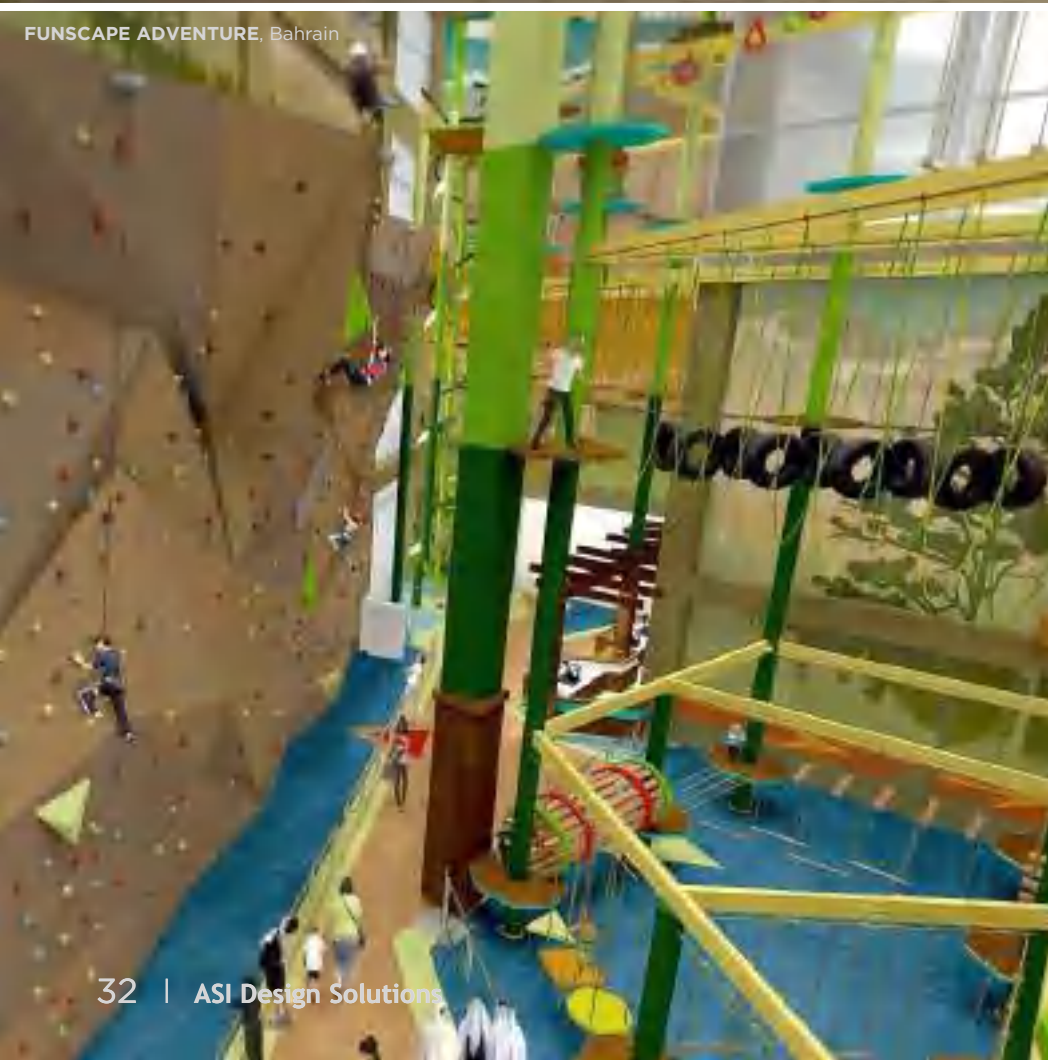
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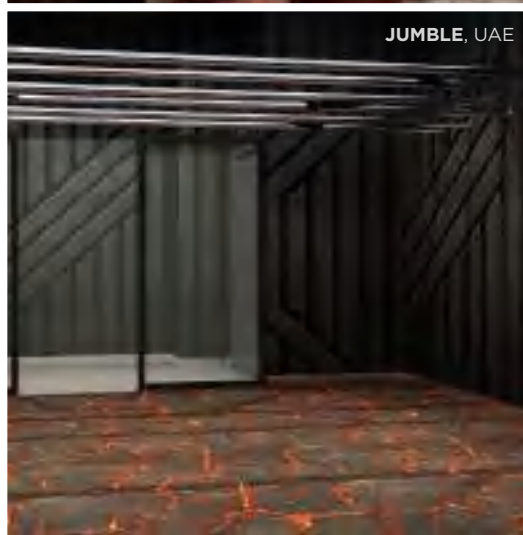
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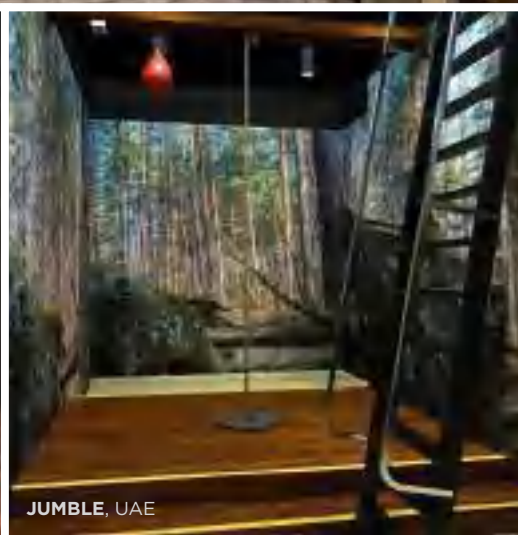
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JUMBLE, UAE



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## Retail & Merchandise Concepts

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# Graphic Design & Brand Development

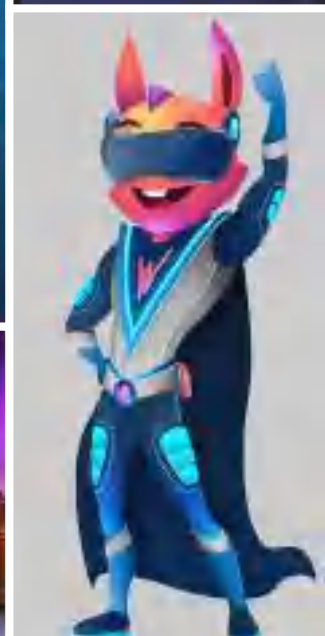
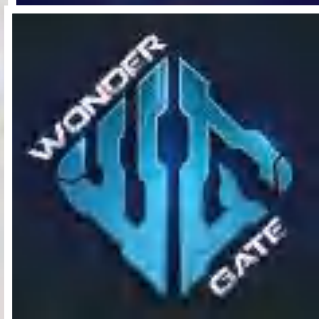
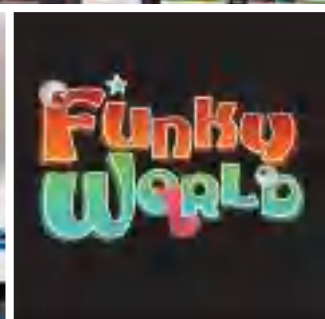
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Our graphics team puts brand strategy on par with interior concept to establish a keen synergy between the brand name and the leisure location.

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MALL OF DILMUNIA Bahrain  
DLF GROUP India  
EJOY EDAM GROUP Kuwait  
EMAAR RETAIL LLC (SEGA Republic Game Zone)  
EMIRATES AIRLINES GROUP UAE  
KIDOO'S UAE  
FUN CITY Pakistan  
FUN EXPRESS Kuwait  
FUN FACTORY Nigeria  
FUN HOUSE Sudan  
PLAYBOX India  
AL WASL PROPERTIES UAE

FUN O POLIS Iran  
FUN PLANET Islamabad, Pakistan  
FUNKY TOWN Russia  
FUN UNLIMITED India  
FUN STOP Iran  
GO BOWL India  
IDEACRATE UAE  
JAMMIN PIRAMAL GROUP India  
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JOYZONE KSA  
KAEC KSA  
KHALEEL E FARS Iran  
KIDDIE VILLE UAE  
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LANDMARK LEISURE (Fun City, Fun Works, Tridom) UAE  
MAGIC PLANET (MAF Leisure & Entertainment Co. LLC) UAE  
MAGIC CITY Poland  
MAGIC FOREST Mashad  
MAGIC ISLAND Bahrain  
MAGICAL CITY Yemen  
PLANET X KSA

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





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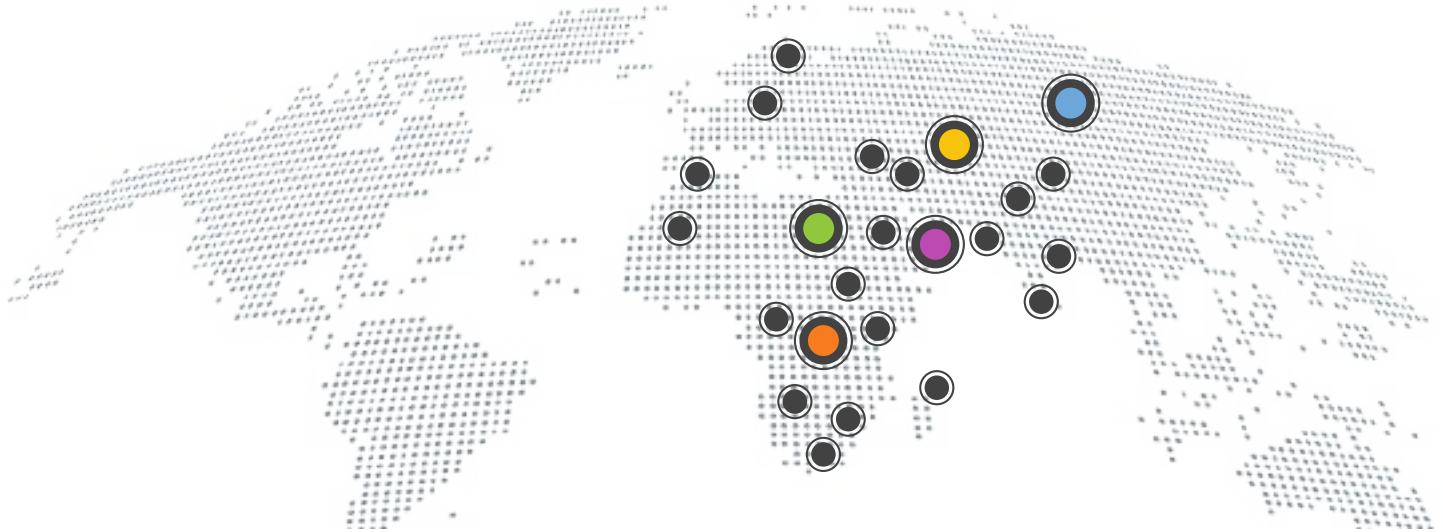
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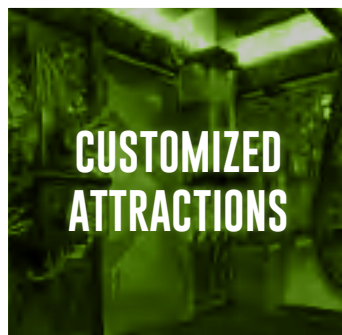
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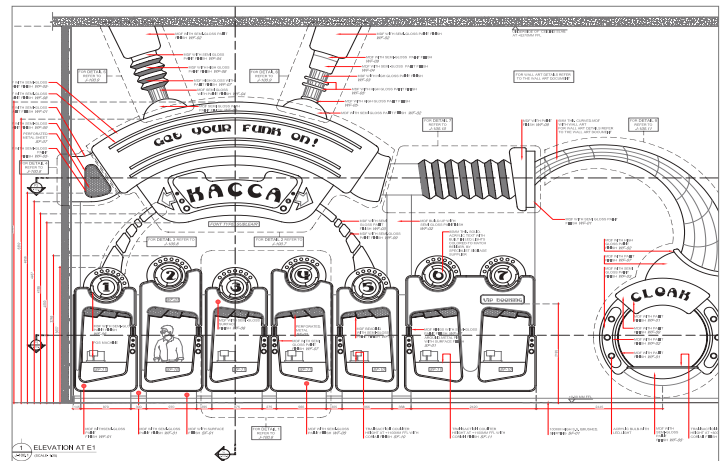
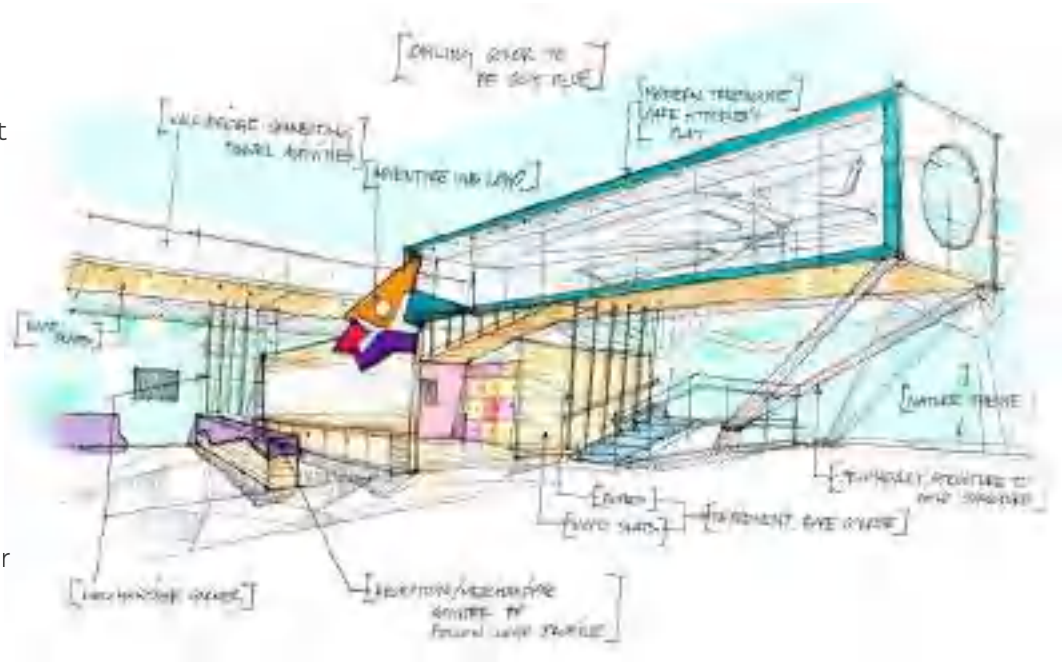


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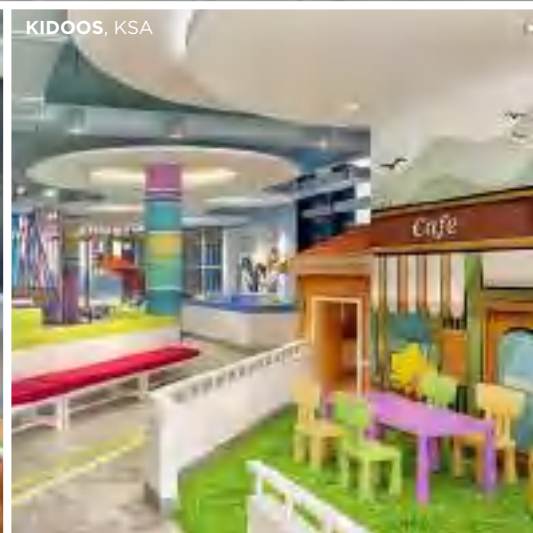
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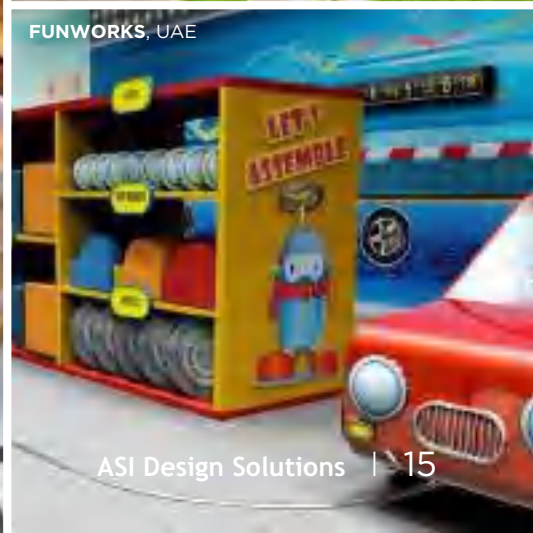
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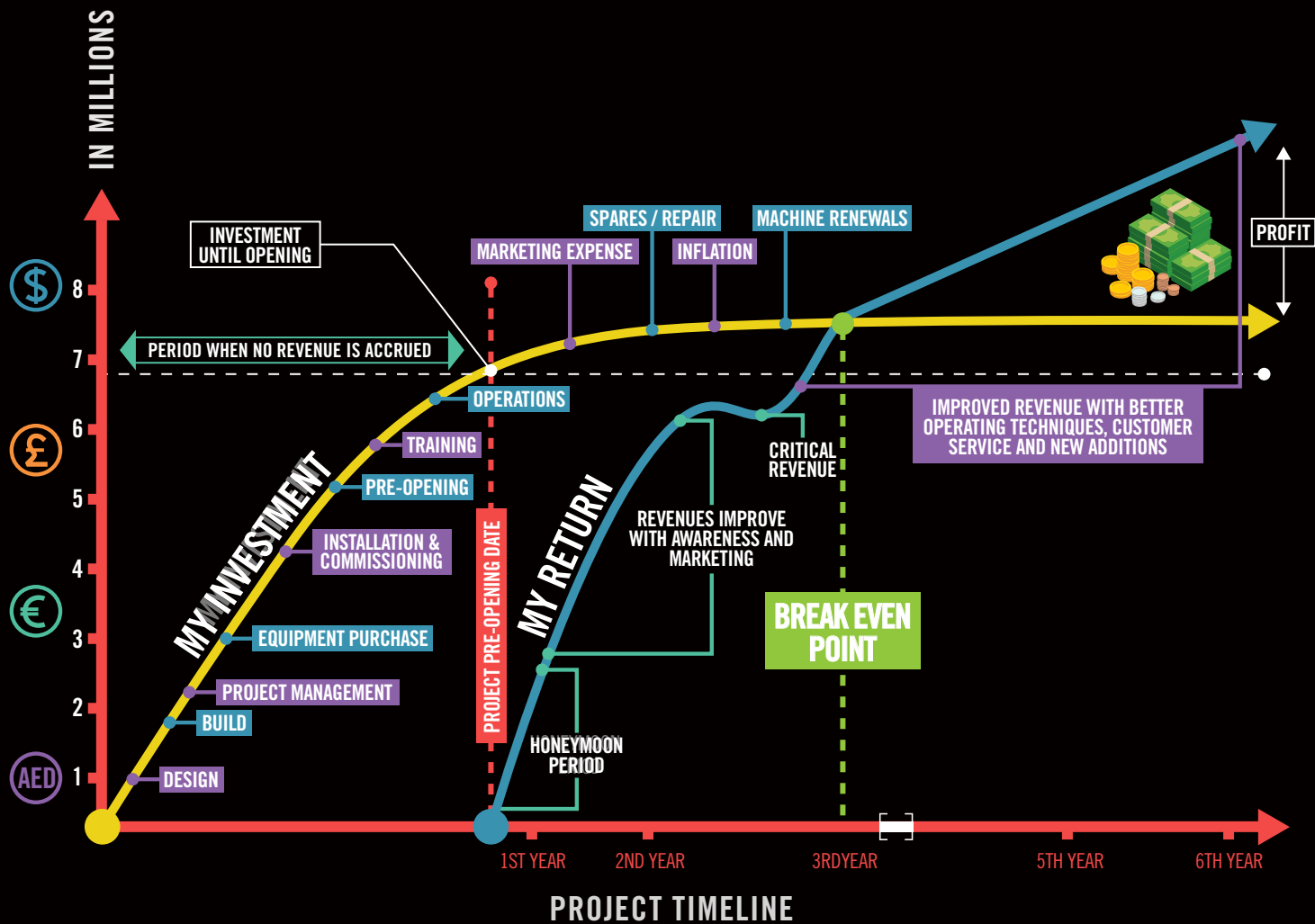
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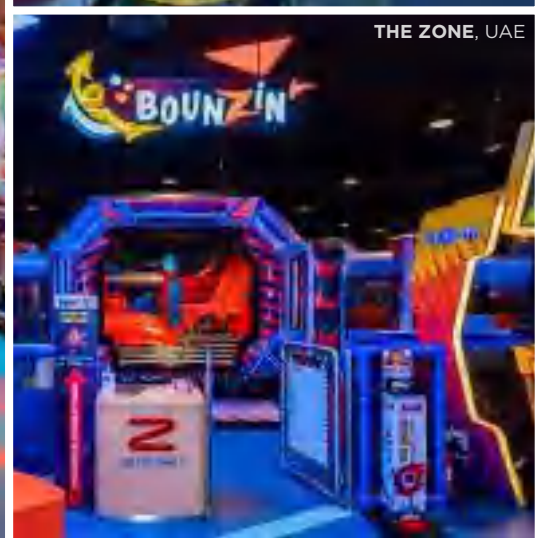
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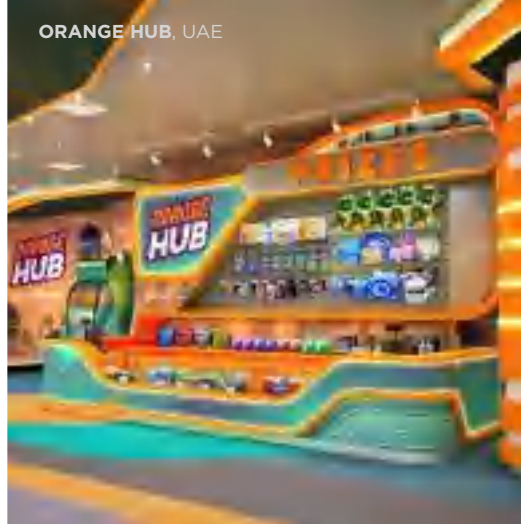


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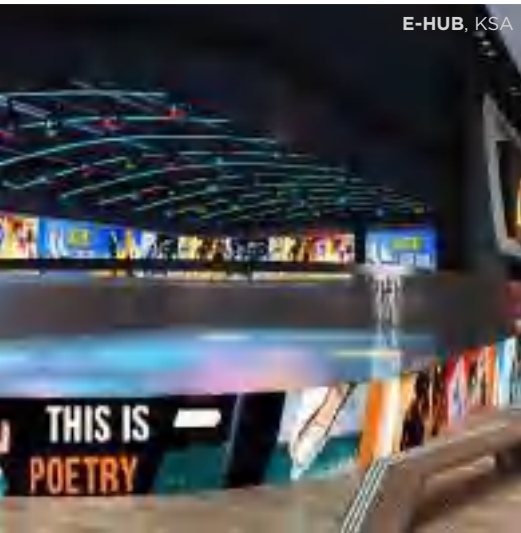


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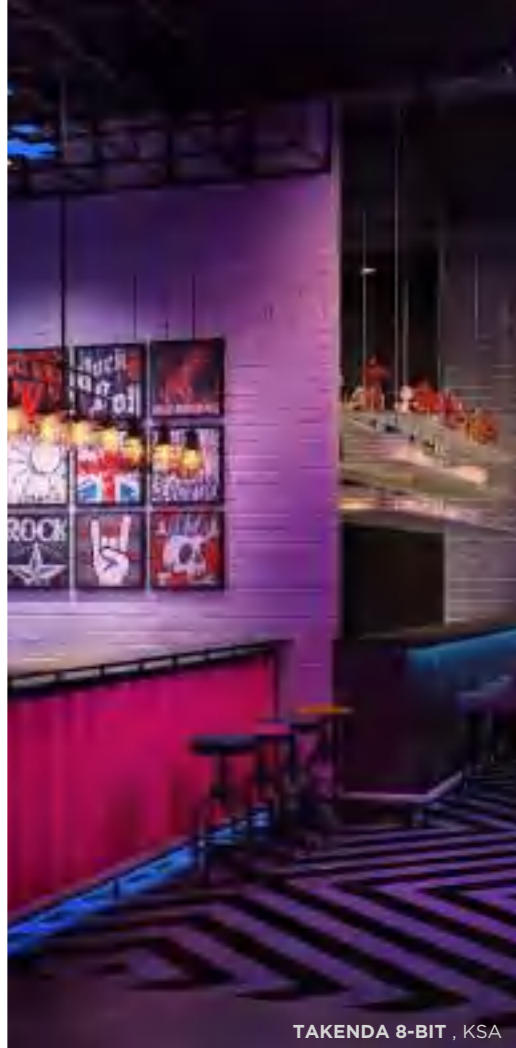


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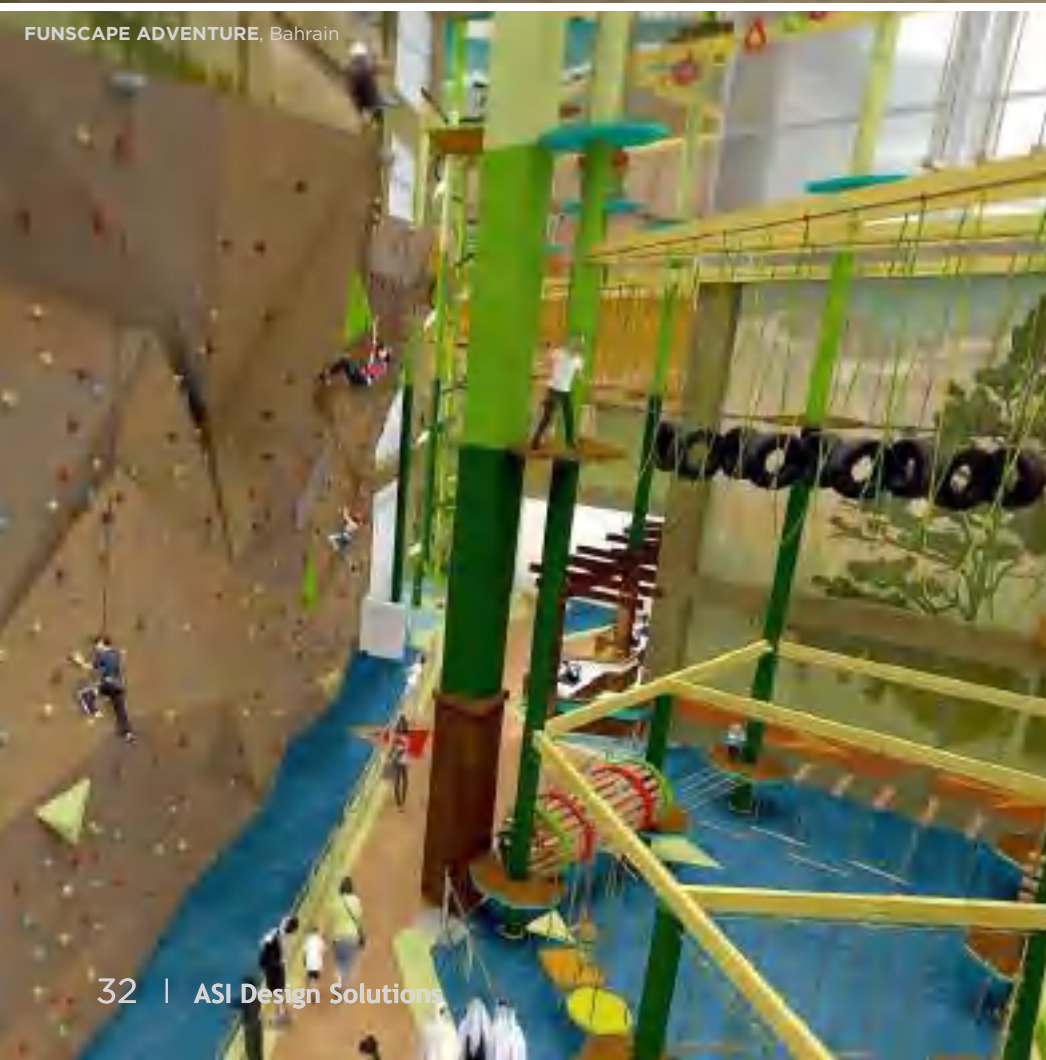
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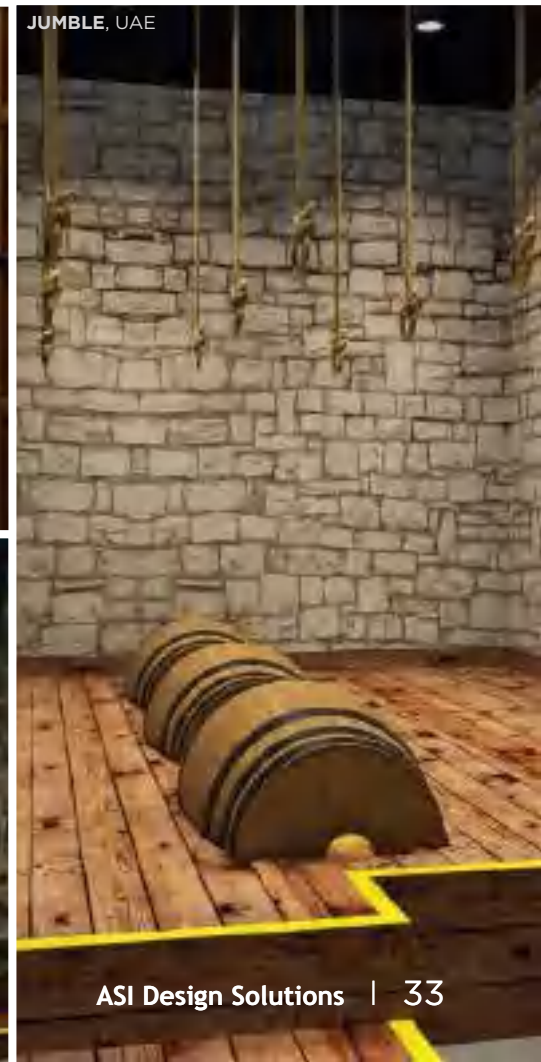


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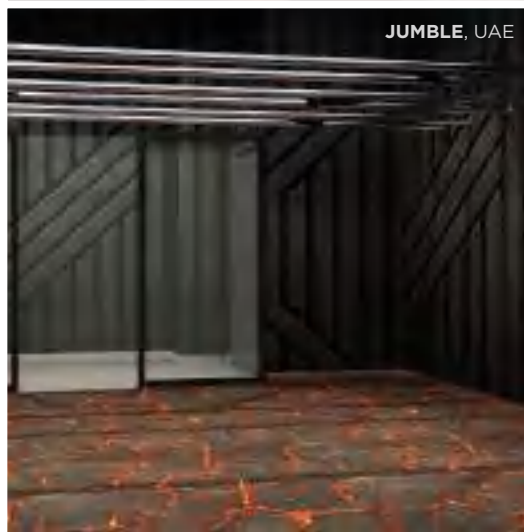
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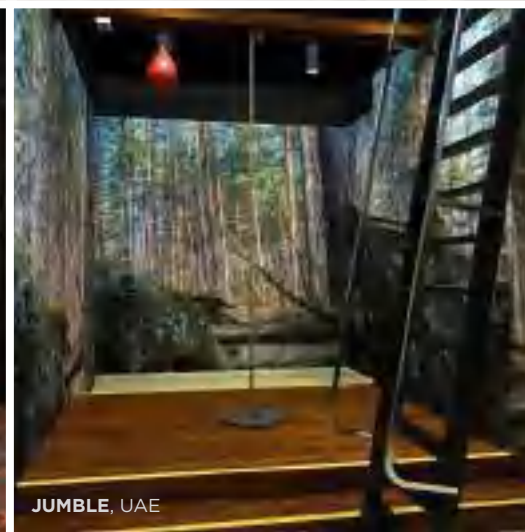
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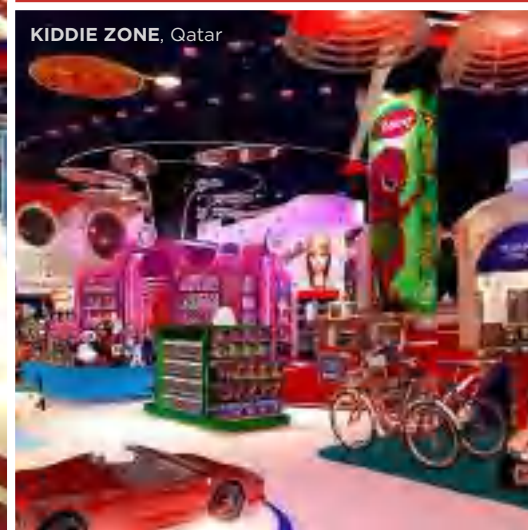


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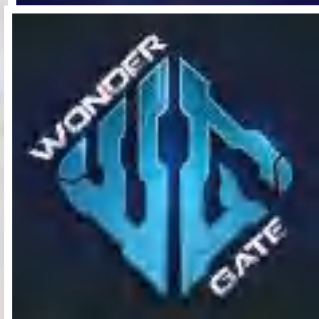
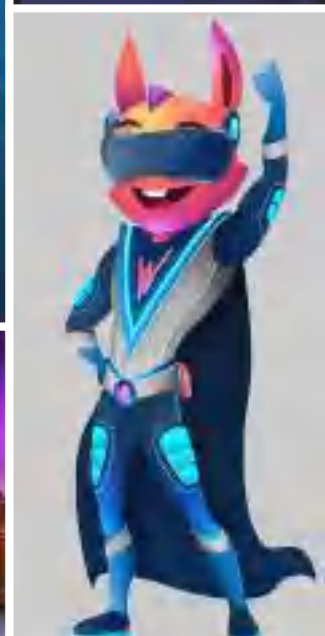
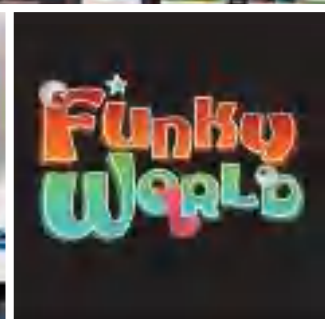
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MALL OF DILMUNIA Bahrain  
DLF GROUP India  
EJOY EDAM GROUP Kuwait  
EMAAR RETAIL LLC (SEGA Republic Game Zone)  
EMIRATES AIRLINES GROUP UAE  
KIDOO'S UAE  
FUN CITY Pakistan  
FUN EXPRESS Kuwait  
FUN FACTORY Nigeria  
FUN HOUSE Sudan  
PLAYBOX India  
AL WASL PROPERTIES UAE

FUN O POLIS Iran  
FUN PLANET Islamabad, Pakistan  
FUNKY TOWN Russia  
FUN UNLIMITED India  
FUN STOP Iran  
GO BOWL India  
IDEACRATE UAE  
JAMMIN PIRAMAL GROUP India  
JINGO'S JUNGLE Jordan  
JOYZONE KSA  
KAEC KSA  
KHALEEL E FARS Iran  
KIDDIE VILLE UAE  
TAKENDA KSA  
LANDMARK LEISURE (Fun City, Fun Works, Tridom) UAE  
MAGIC PLANET (MAF Leisure & Entertainment Co. LLC) UAE  
MAGIC CITY Poland  
MAGIC FOREST Mashad  
MAGIC ISLAND Bahrain  
MAGICAL CITY Yemen  
PLANET X KSA

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





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