

design
solutions



DESIGNING FUN DESTINATIONS

ASI - DESIGN SOLUTIONS

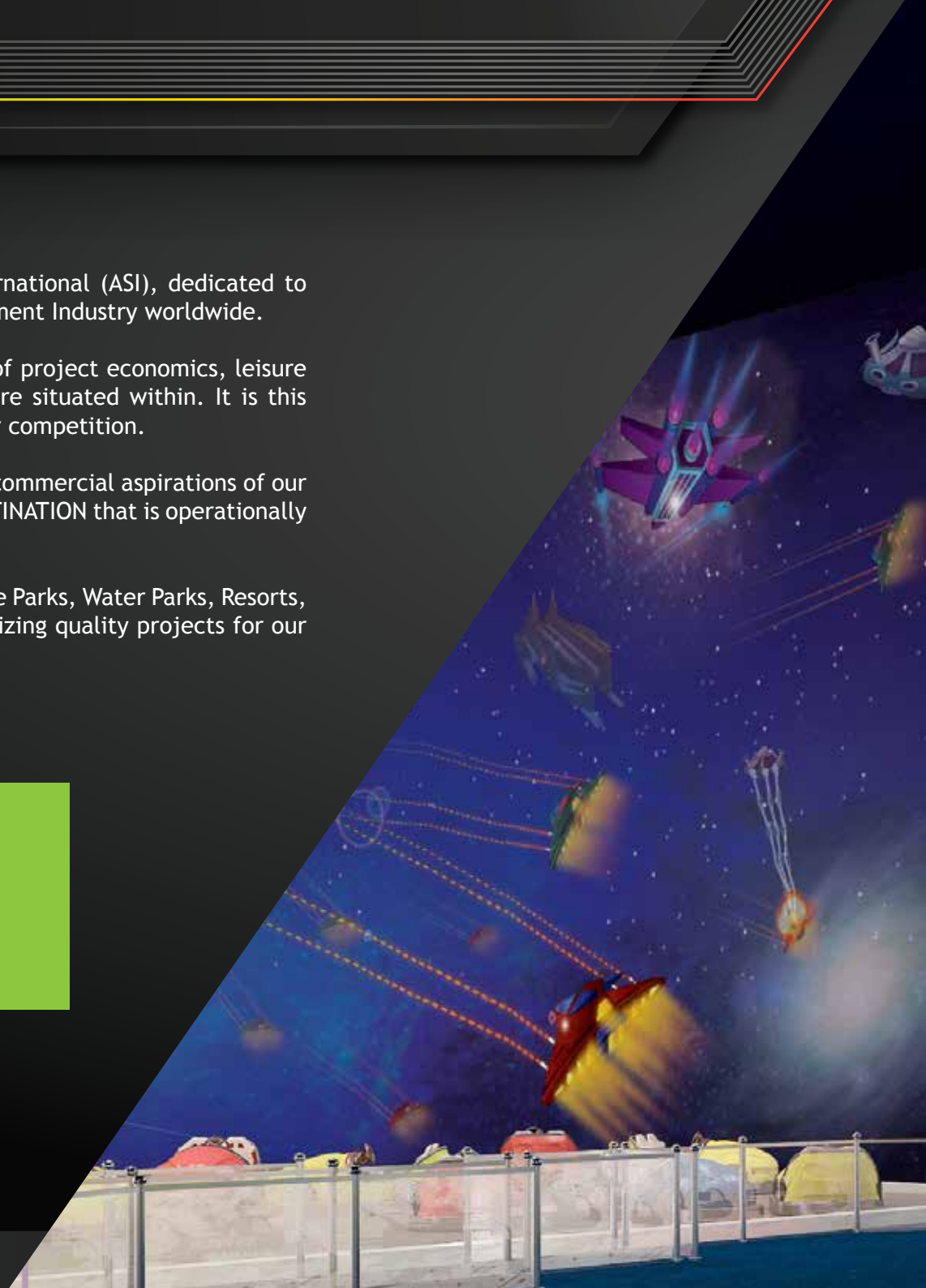
ASI- DESIGN SOLUTIONS, is the design division of Amusement Services International (ASI), dedicated to providing Design-Build-Operate-Transfer solutions for the Leisure & Entertainment Industry worldwide.

Our innovative and creative designs are backed by our sound understanding of project economics, leisure equipment, facility operations and the characteristics of the market they are situated within. It is this ability to integrate such project-influential factors that sets us apart from our competition.

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

From Indoor Entertainment Facilities to Multiplexes, Indoor and Outdoor Theme Parks, Water Parks, Resorts, Themed Retail and F&B Environments, we have a proven track record of realizing quality projects for our clients who are spread over 30 countries across the world.

“*We not only help you set up Dream Projects, but also enable you to realize profit from your Dreams*”



Project: WONDER GALAXY
Scope: Turnkey Development



THE DESIGN PROCESS

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

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

THE TEAM

Our Multi-disciplinary team thus 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 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



DELIVERING INTERNATIONAL FUN



RUSSIA JORDAN
ETHIOPIA PAKISTAN SAUDI ARABIA BAHRAIN
IRAQ INDIA SUDAN KUWAIT POLAND
QATAR UAE EGYPT IRAN KENYA
OMAN SEYCHELLES NIGERIA KAZAKHSTAN

SECTORS WE SERVE

Today, we live in a society that is socially active, experience & lifestyle driven.

Irrespective of the type of project, it is important to realize a vividly distinctive experience that is in sync with the market, demographic and is aspirational too. Our association with various leisure industry streams has been driven by our quest for excelling in the field of creation & development of themed leisure destinations.

Leisure segments we cater to are:

**THEME
PARKS**

**ADVENTURE &
SPORTS
ARENAS**

**ICE
RINKS**

**FECS &
LBES**

**CUSTOMIZED
ATTRACTIONS**

**EXPERIENCE
BOWLING**

**LEISURE
RESORTS**

**CASUAL
DINING
CONCEPTS**

**WATER
PARKS**

**THEMED
ENVIRONMENT**

**FOOD
COURTS**

**RETAIL
ENVIRONMENT**



SERVICES WE OFFER

Specific sectors require specific services.

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

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

Our services include:

PROJECT FEASIBILITY STUDY

PRE-CONCEPT & CONCEPT DESIGN

MASTER PLANNING

SCHEMATIC & DETAILED DESIGN

CUSTOM RIDES & ATTRACTIONS

THEMING & FIT-OUT SIGNAGE & GRAPHICS

PROJECT MANAGEMENT & SUPERVISION

ATTRACTIONS CONTRACTING

INSTALLATION & COMMISSIONING

PROJECT PRE-OPENING SUPPORT

OPERATIONS MANAGEMENT

OPERATIONS AUDIT & SUPPORT

LEISURE MARKETING & PROMOTIONS

MASTER PLANNING

The Master Planning is the first important step for any project and dictates the design dialogue.

Content, Investment, Phased Development, Project Efficiency, Operational Dynamics, Cash Flow Requirements are all outlined and positioned during the The Master Planning Phase of a project. The master plan will account for all the project elements including Front of House and Back of House requirements, as well as flow of services and infrastructure.





Project: KAEC
Scope: Design Development



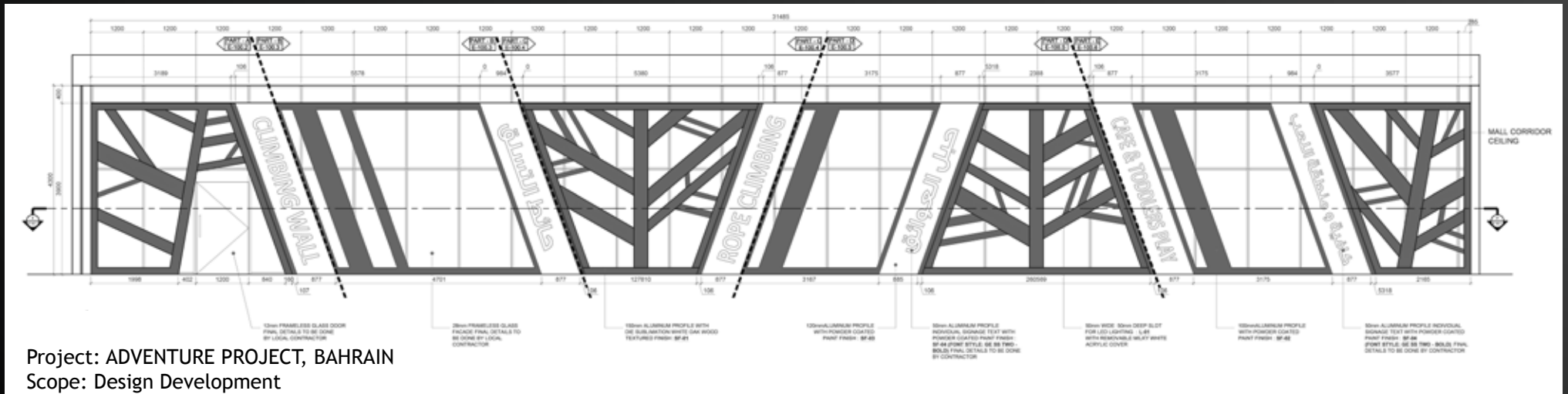
Project: KAEC
Scope: Design Development

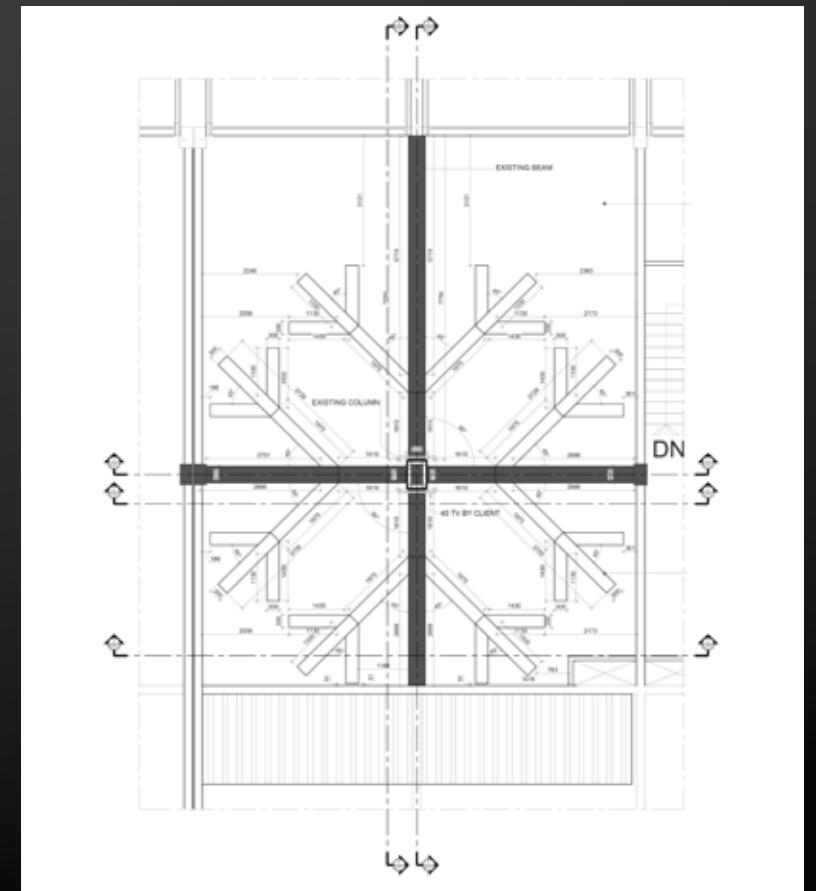
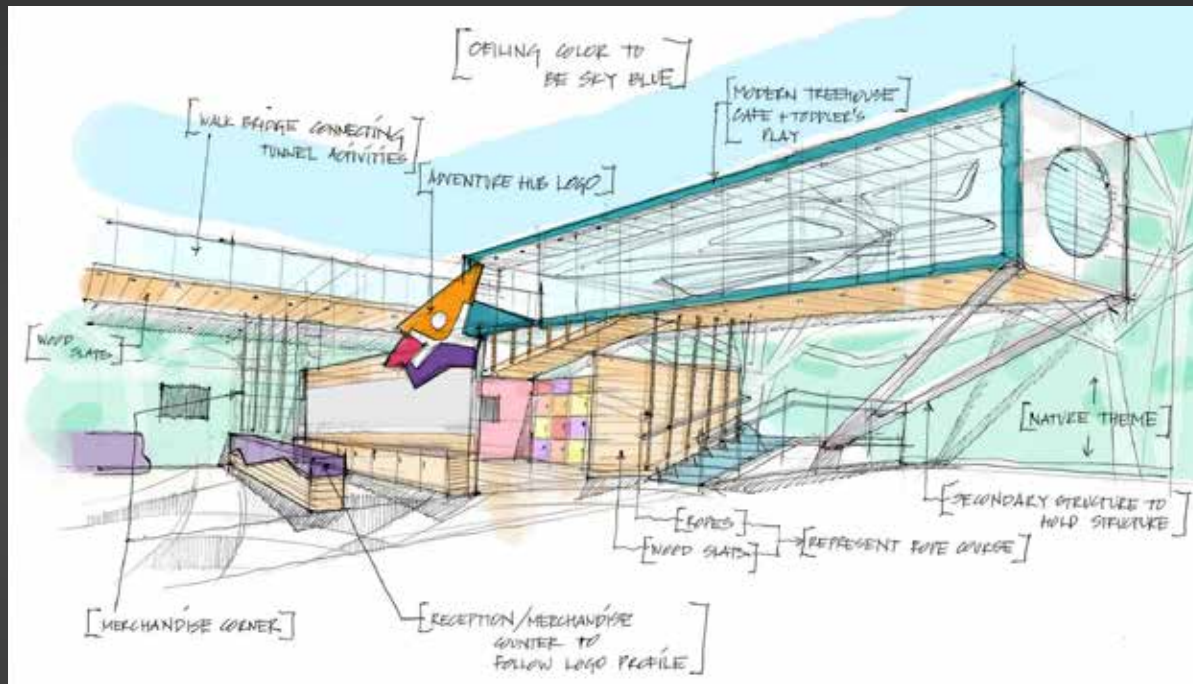


Project: PIT STOP
Scope: Design Development

3D VISUALIZATION AND DETAILED DESIGN

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





PLAYFUL LEARNING & EDUTAINMENT CONCEPTS

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

Our Playful Learning Concepts are a result of extensive research and refinement of the basic premise of 'Learning through the medium of fun'. Our concepts are refreshingly universal, basic yet timeless for mental and physical development for children of all age groups. Activities within such concepts are player driven rather than being heavily operator reliant, instilled with a clear educational takeaway and construed for a high level of repeat play by challenging the physical and mental acumen of the player.

Easily morphable, operationally efficient and equipped with state-of-the-art use of available technology, our concepts for such Playful Learning Centers address different spheres of learning, prepares the younger player for modern day challenges and reward them too for an activity well done.

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



Project: FUN WORKS
Scope: Design Development



Project: LE PETIT PALAIS
Scope: Turnkey Development



IS MY LEISURE OPERATION PLANNED FOR SUCCESS?

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

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

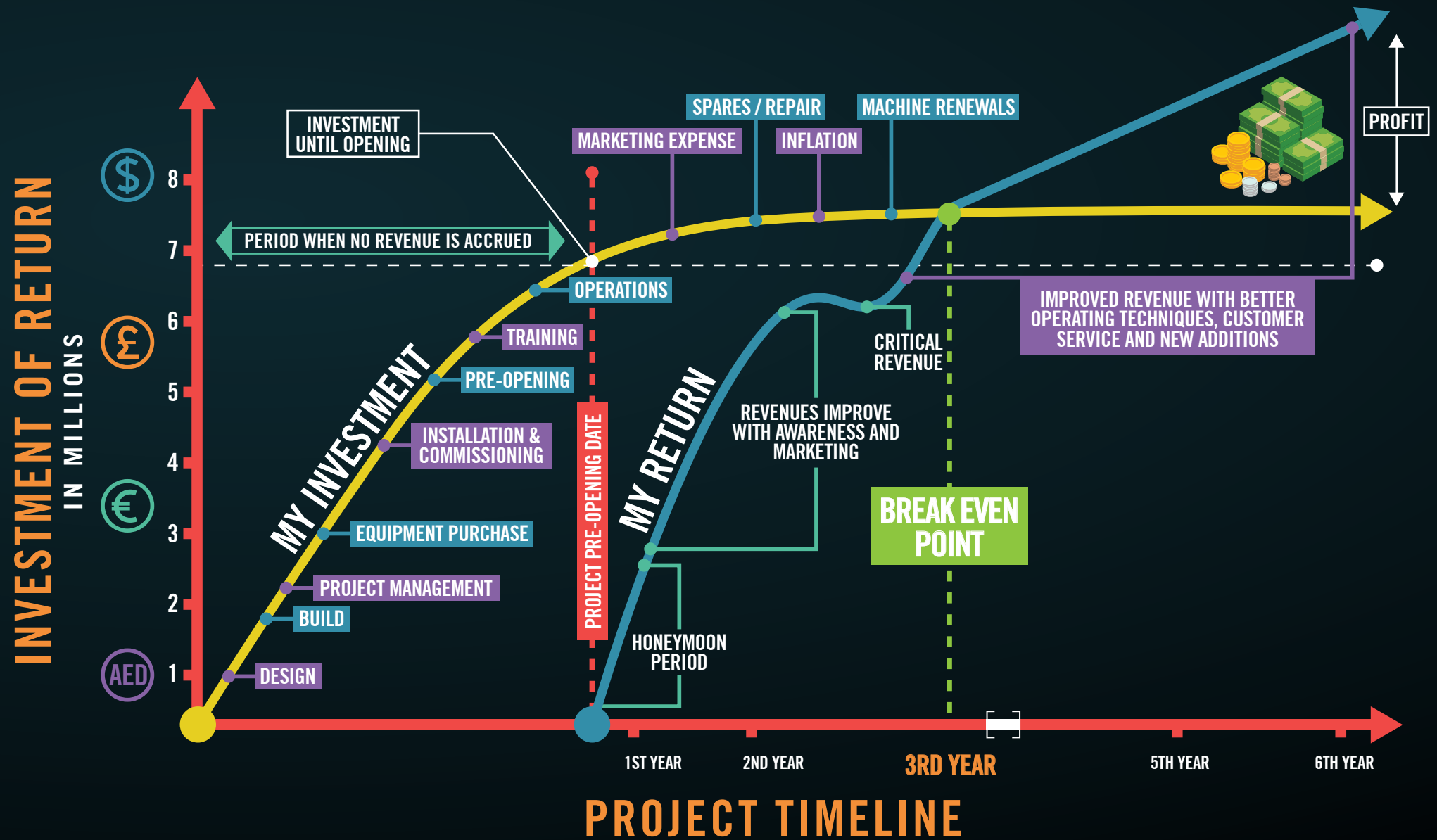
The impact of your investment decisions from design through procurement and fit-out stages of the project will actually be felt post opening, when your customers will experience your operation. Whilst your operational strategy and human resource can be amended to suit business requirements post opening,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

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

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

Project: TRIDOM
Scope: Design Development





Based on a typical 3000sqm indoor FEC project located within an Average Shopping Mall

ATTRACTION CONTRACTING & PROJECT SUPERVISION

To create successful Leisure projects, besides the design, it is imperative to achieve a fine balance between Architecture, Fit-out and the Entertainment Equipment - the prime revenue source.

From selecting the correct Attraction mix to procurement, ride certification, structural factors, site preparation, on-site project supervision, managing the installation & commissioning process, ensuring health & safety compliance, etc, procuring attractions and managing the fit-out execution process can be a handful for most developers/investors as it requires a team of multi-talented individuals with elaborate hands-on trade experience.

Our **ATTRACTION CONTRACTING SERVICES** enables our customers to benefit from our knowledge, experience and ability to effectively cater to project specifications. We also become the **SINGLE POINT OF CONTACT** for the attraction supplier, site contractors and the client, thus ensuring that all related parameters are effectively coordinated through the procurement, contract documentation, delivery, installation and commissioning process. A well designed project has to be professionally executed for a conceptual dream to become a reality.

Our **PROJECT SUPERVISION SERVICES** are structured to ensure that the project is executed exactly as designed to the quality standards specified within the approved budget and most importantly - completed on time. Our services constitute an invaluable aid to the owner in terms of assessments of the contractors' adherence to work scopes and integrated time line, monitoring on and off site fabrication and installation, quality control, overseeing of project milestones, administration of desired in-progress changes, general coordination with the main contractor and the sub-contractors on behalf of the owner, maintenance of and updates to the project budget in terms of base contracts versus changes, variations, value engineering, fast-tracking and other in-progress scope and cost modifiers.

Managing the fit-out process and procurement of attractions can be a handful for most investors. Lack of such management can often translate as delayed project opening and budget overruns ”



PROJECT GALLERY FAMILY ENTERTAINMENT CENTERS



Project: FUN-O-POLIS
Scope: Design Development

Project: FUNQUEST
Scope: Design Development



Project: WONDER GALAXY
Scope: Design Development



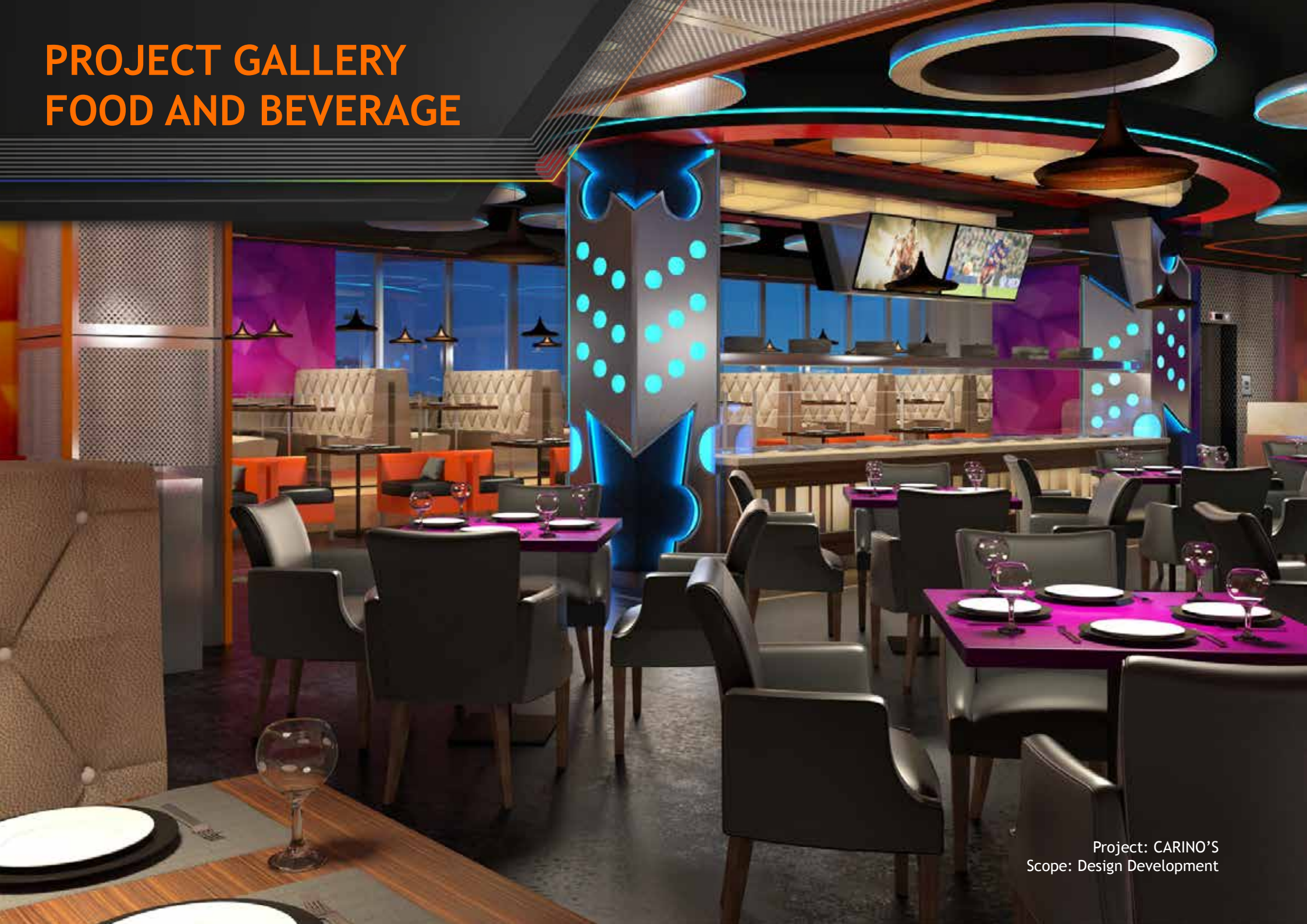
Project: DYNAMICS
Scope: Design Development



Project: ONEDERLAND
Scope: Design Development



PROJECT GALLERY FOOD AND BEVERAGE



Project: CARINO'S
Scope: Design Development



Project: ADVENTURE PROJECT, BAHRAIN
Scope: Design Development



Project: CANDY CAKES
Scope: Design Development



Project: PIRATE'S CLUB
Scope: Design Development



Project: FUN-O-POLIS
Scope: Design Development

PROJECT GALLERY BOWLING



Project: XTREME ZONE
Scope: Design Development



Project: NISS BOWLING
Scope: Design Development



Project: SINDBAD'S XTREME
Scope: Design Development



Project: XTREME ZONE
Scope: Design Development

PROJECT GALLERY SPORTS & ADVENTURE



Project: NISS BILLIARDS
Scope: Design Development

Project: ADVENTUREScape
Scope: Design Development



Project: ICEScape
Scope: Design Development



PROJECT GALLERY JUMBLE



START HERE





PROJECT GALLERY PLAYBOX





THEMED RETAIL DESIGNS & I.P. BASED CONCEPTS



Project: PACMAN ZONE
Scope: Turnkey Development



Project: SEGA REPUBLIC
Scope: Design Development



Project: KIDS ZONE
Scope: Design Development



Project: ACTION ZONE
Scope: Design Development

A FEW CLIENT REFERENCES...

- Adventura, Abha, KSA
- Al Hokair Group, KSA
- Al Othaim Leisure & Tourism, KSA (Saffori Land & Faby Land)
- Al Sadhan Group, KSA (Fantasy Factory)
- Afra Mall, Khartoum, Sudan
- Atry's Land, Atrium Mall, Russia
- Bob & Bongos, Edna Mall, Ethiopia
- B-Train Bowling, Qatar
- City Square, Nirmal Lifestyles, Mumbai, India
- Dilmunia Mall Development, Bahrain
- DLF Group, India
- Ejoy, EDAM Group, Kuwait
- EMAAR Retail LLC (SEGA Republic Game Zone)
- Emirates Airlines Group, UAE
- Fun Ahoy!, Al Manshar Mall, Kuwait
- Fun City, Pakistan
- Fun Express, Souq Sharq, Kuwait
- Fun Factory, Lagos, Nigeria
- Fun House, Khartoum, Sudan
- Fun O Polis, Shiraz, Iran
- Fun Planet, Islamabad, Pakistan
- Funky Town, Kazakhstan; Ryazan, Novosibirsk, Moscow, Russia
- Fun Unlimited, Royal Palms, India
- Fun Stop, Tehran, Iran
- Ideacrate, UAE (Abu Dhabi & Umm Al Quwain)
- Jammin, Piramal Group, India
- Jingo's Jungle, Amman, Jordan
- KAEC, Jeddah, KSA
- Khaleej E Fars, Shiraz, Iran
- Kiddie Ville, Union Co-Op Hypermarkets, UAE
- Krazy Kastle, Haldirams, India
- Landmark Leisure (Fun City & Fun Works), UAE
- Magic Planet (MAF Leisure & Entertainment Co. LLC), UAE
- Magic City, Warsaw, Poland
- Magic Forest, Proma Mall, Mashad
- Magic Island, Manama, Bahrain
- Magical City, Sana'a, Yemen
- Manazel Real Estate, Ras Al Khaimah
- Mega Mall, Qatar
- Mena Holding, Kuwait (Funquest, Bowl Station, Dynamics)
- ORAMA Xing, Aurangabad, India (Cybele Paradise)
- Pegasus Real Estate, Bahrain (Adventure Project)
- Planet Infiniti 2, Mumbai, India
- Play for Entertainment, Cairo, Egypt
- Play Town, India
- Ray's Reef, Royal Plaza, Qatar
- Shahr-e-Shaadi, Shiraz
- Sindbad's Wonderland, Pakistan
- Taj Cinemas, Jordan
- The Zone, UAE
- Tickles, Crossroads, Kenya
- Timbo's Island, Abadan, Iran
- Turtle Island Leisure Complex, Seychelles
- Ulotov N Ko., Krasnodar, Russia
- Wonder Galaxy, Lamsy Restaurant, UAE
- Wonderland, Tehran, Iran





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