

**key
concept**

an intro

overview of our company

KeyConcept is a Dubai based concept and design studio that was founded to enhance people's living through innovative original designs. Adding values to clients and partners in property development, commercial, residential, and hospitality sectors, which allow people to boost their brands and flourish their business.

Established in 2012, in one of the most flourishing cities in the world, Dubai, a city of ambition and competition, KeyConcept started as a dream and has achieved the dream of creating a truly avant-garde design company where value added services are offered to our clients from concept development, branding to interior design.

With our experienced staff in the field of Architecture, Interior and Graphic Design, Engineering, as well as Project Management, KeyConcept ensures that everything that is needed is accomplished according to the clients preference.

Our team is made up of diverse
individuals from a range of
industries that are united by their
desire to innovate experiences
& create positive impact!

Vision

Enhance people's living
through design.

key concept

Mission

Continue to build brands with
sustainable positive impact.
Attract the best creative talents.
Design meaningful interactions
for future communities of humans.

Interior
Architecture

Experience
Design

Art
Installation

Creative
Content

key concept



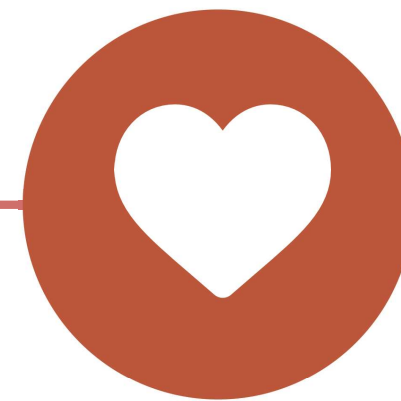
Creating
Stories



Establishing
Brands



Empowering
Talents



Sustainable
Impact!



Our Approach



We design experiences
with positive sustainable impact!

portfolio

overview of our portfolio
of experience design

/ brief /

“The aim is to enhance the arrival experience from the Bus dropoff. The tourist center should have seating for people to relax while waiting for their tour/bus. There will be information points, a lounge, internet connection points, charging units, information stands/panels by studying the “entry” through the carpark, the pedestrian crosswalk, the welcome court interior. Space graphics should also make the space more appealing.”

Dubai Mall Tourist Centre
Dubai, UAE

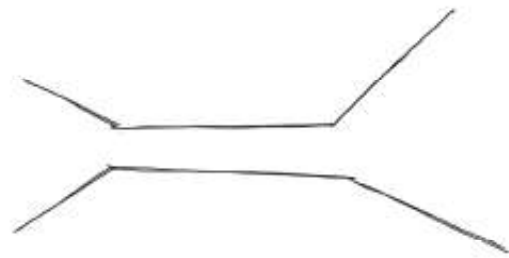
/ concept statement /

“A memorable, multi-sensory journey
for the transit community,
by the people of the city”

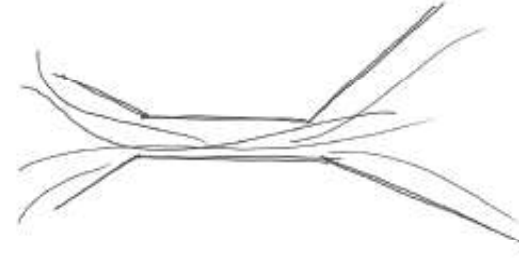
Dubai Mall Tourist Centre
Dubai, UAE

key concept

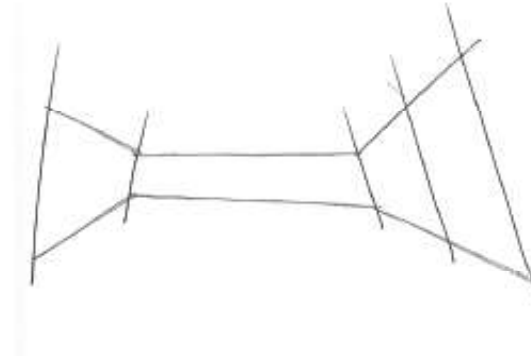
Experience Design | Evolution of forms



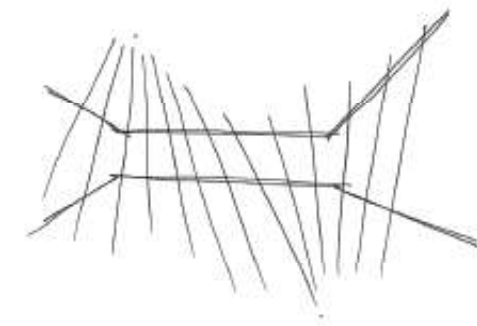
funnel effect



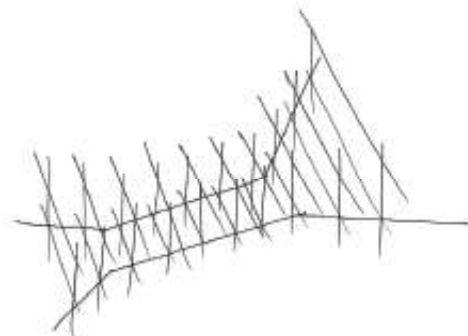
movement



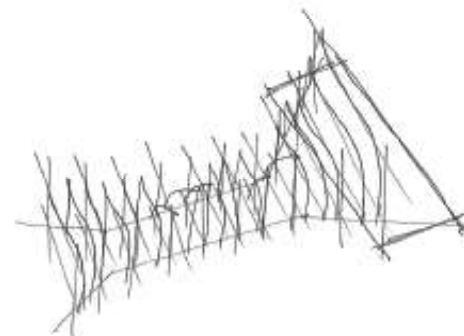
zones



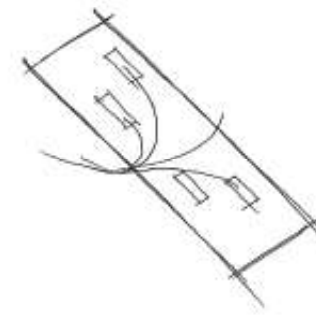
sections



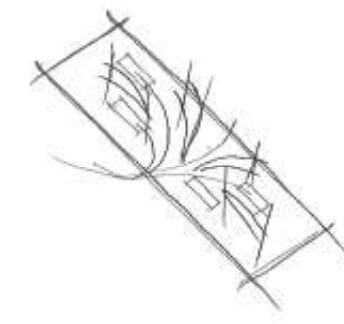
rhythm



archway



direction

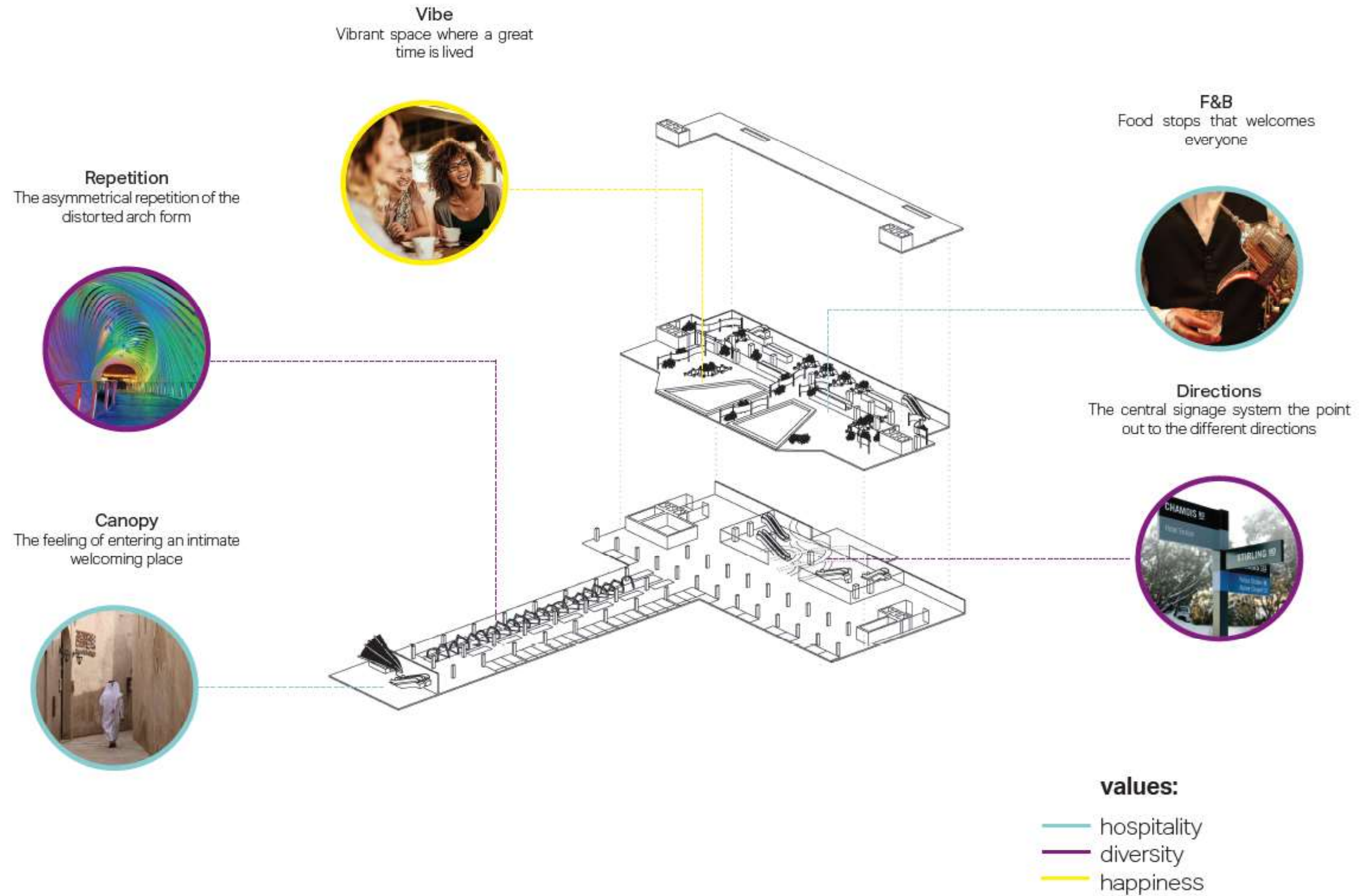


gathering

Dubai Mall Tourist Centre
Dubai, UAE

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Experience Design | Concept design



Dubai Mall Tourist Centre
Dubai, UAE

key concept

Experience Design | Concept design



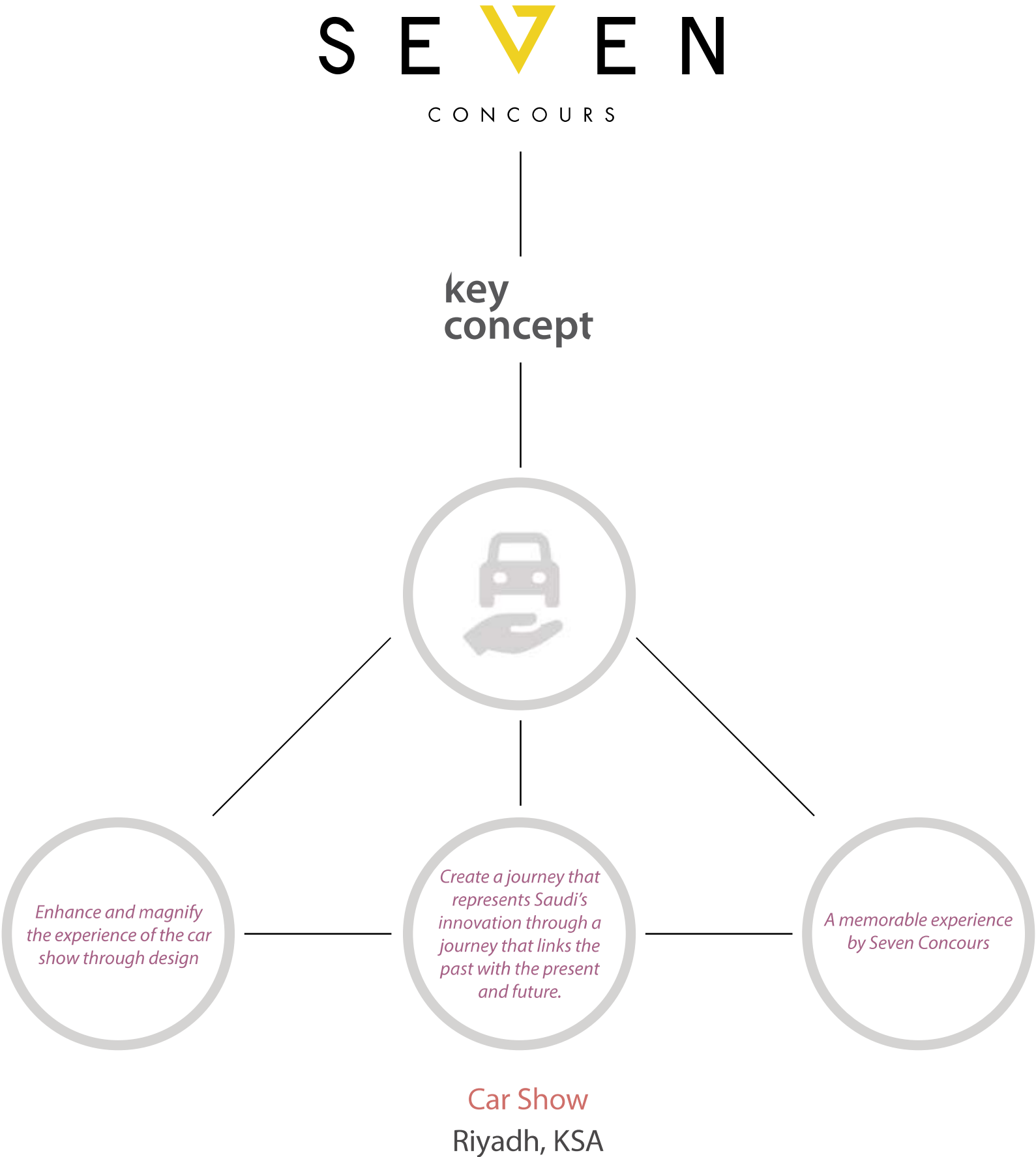
Dubai Mall Tourist Centre
Dubai, UAE

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Experience Design | Perspectives



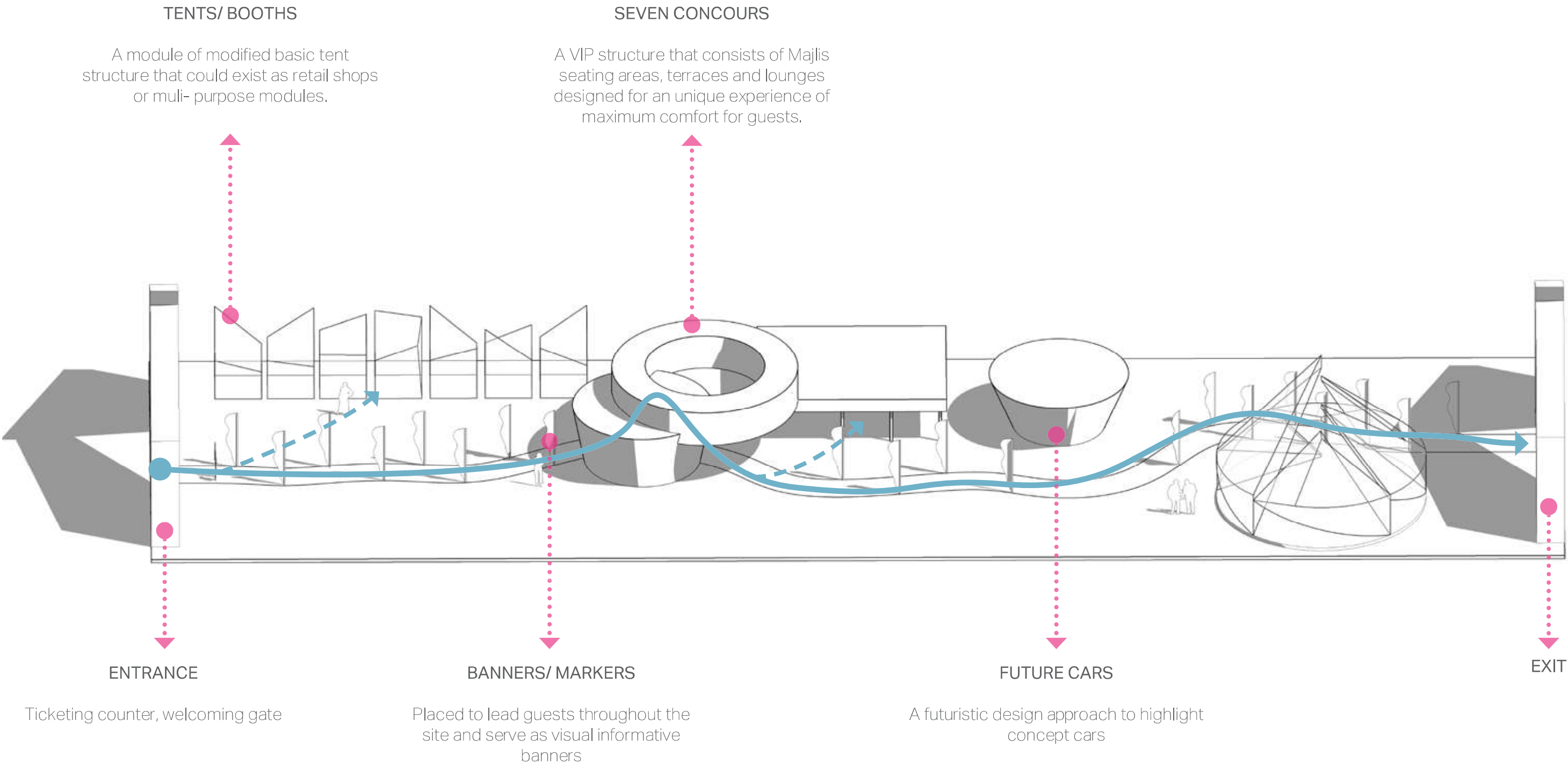
Dubai Mall Tourist Centre
Dubai, UAE



/ approach /

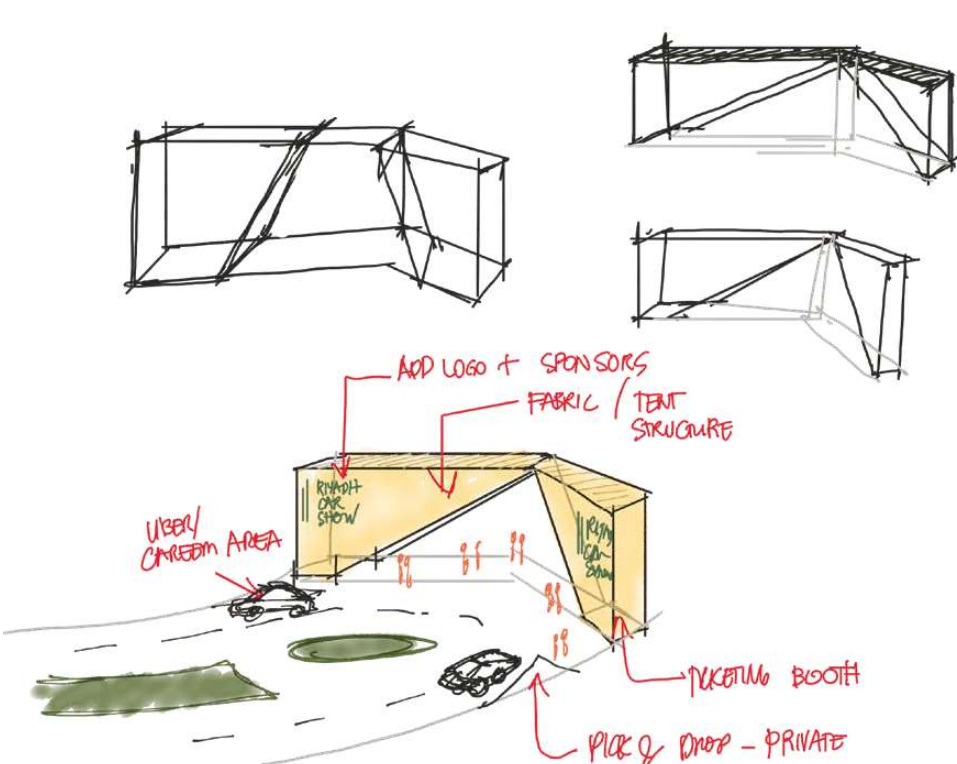
“Manifesting a memorable authentic experience that represents the vision of Saudi through
Seven Concour’s eyes, providing an innovative design approach that offers an experiential
journey showcasing cars from all over the globe ”

Car Show
Riyadh, KSA

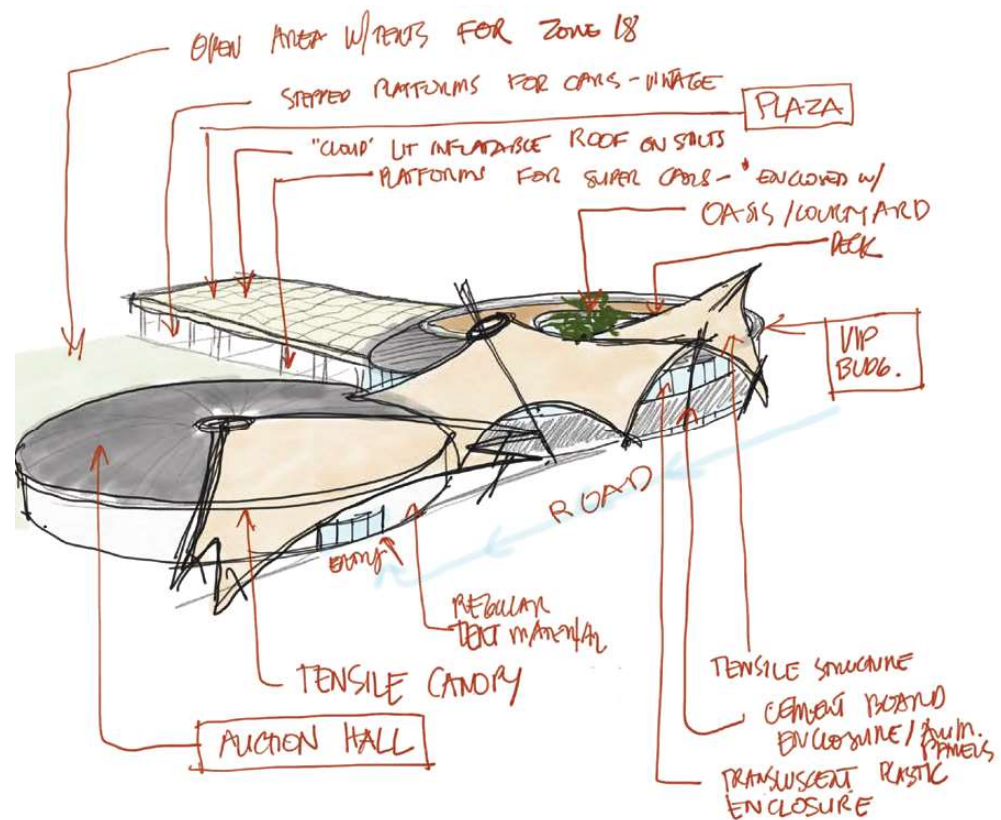


3D diagram of journey

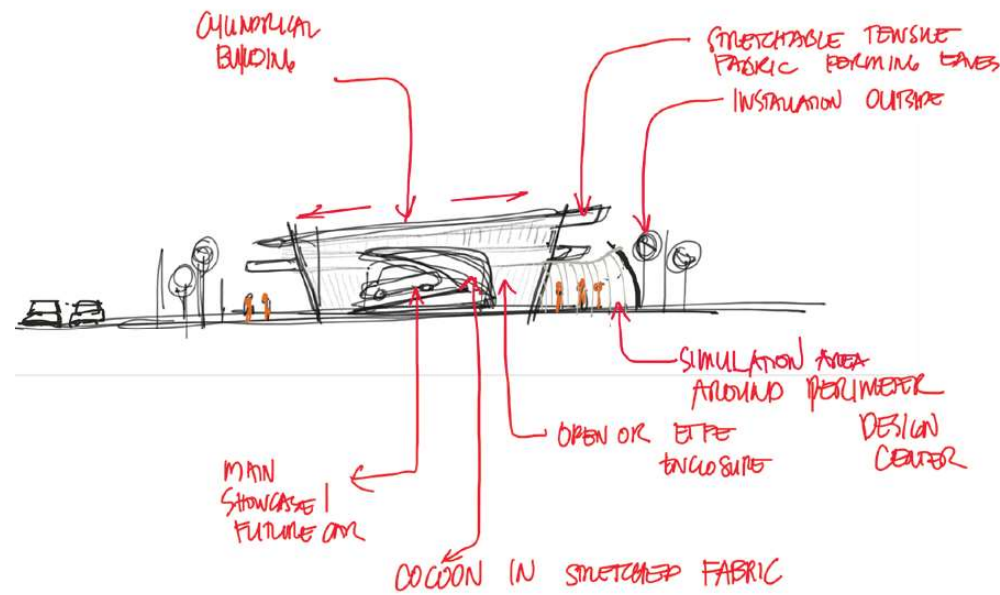
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entryway



seven concourse



future cars

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Experience Design | Conceptual sketches



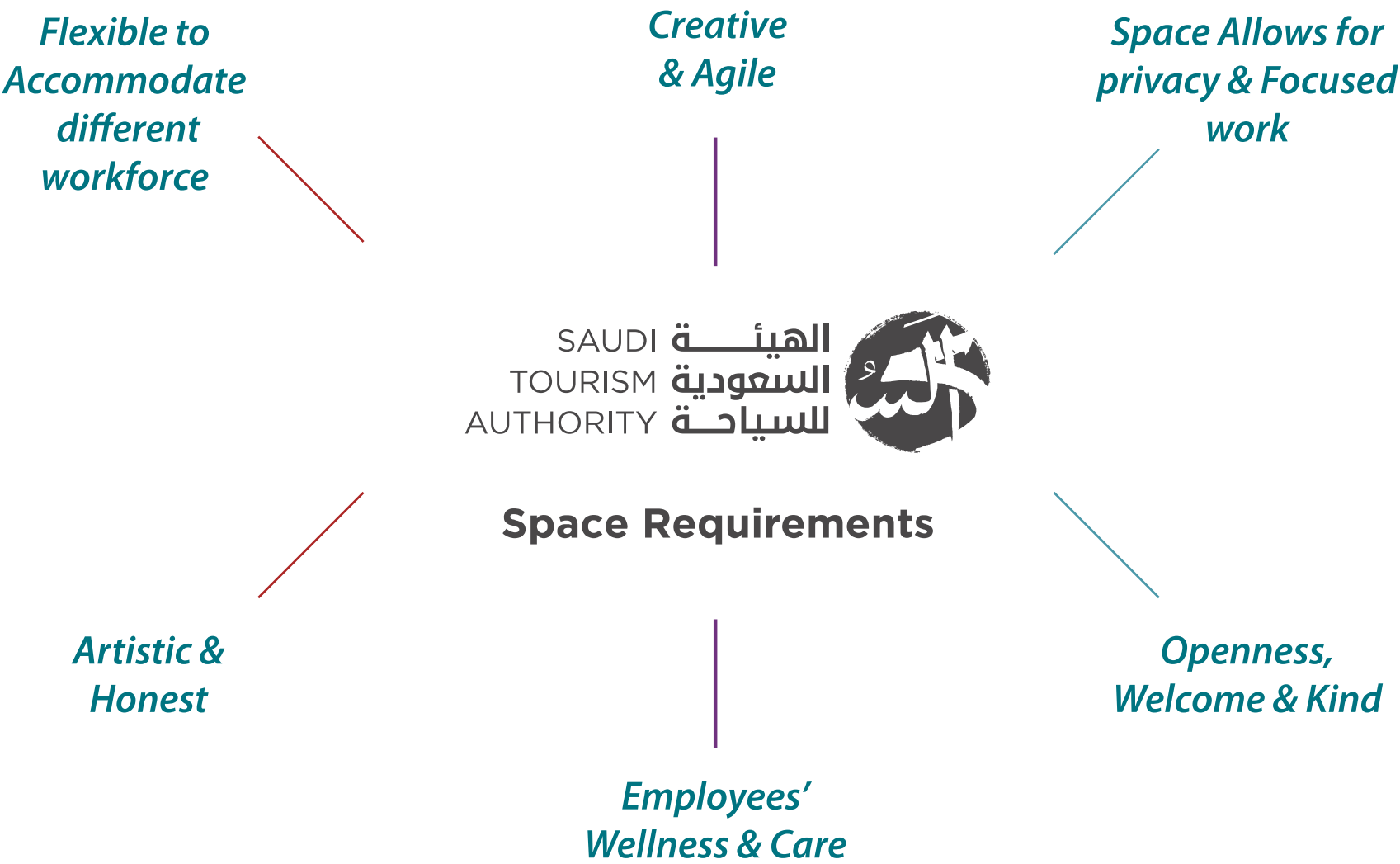
Car Show
Riyadh, KSA

key concept

Experience Design | Perspectives



Dubai Mall Tourist Centre
Dubai, UAE



/ concept /

“Imagine / takhayyal (تَخَيُّل)

A journey lit by imagination in interweaving fragments of the culture and a holistic wellbeing.

key concept

SECOND FLOOR

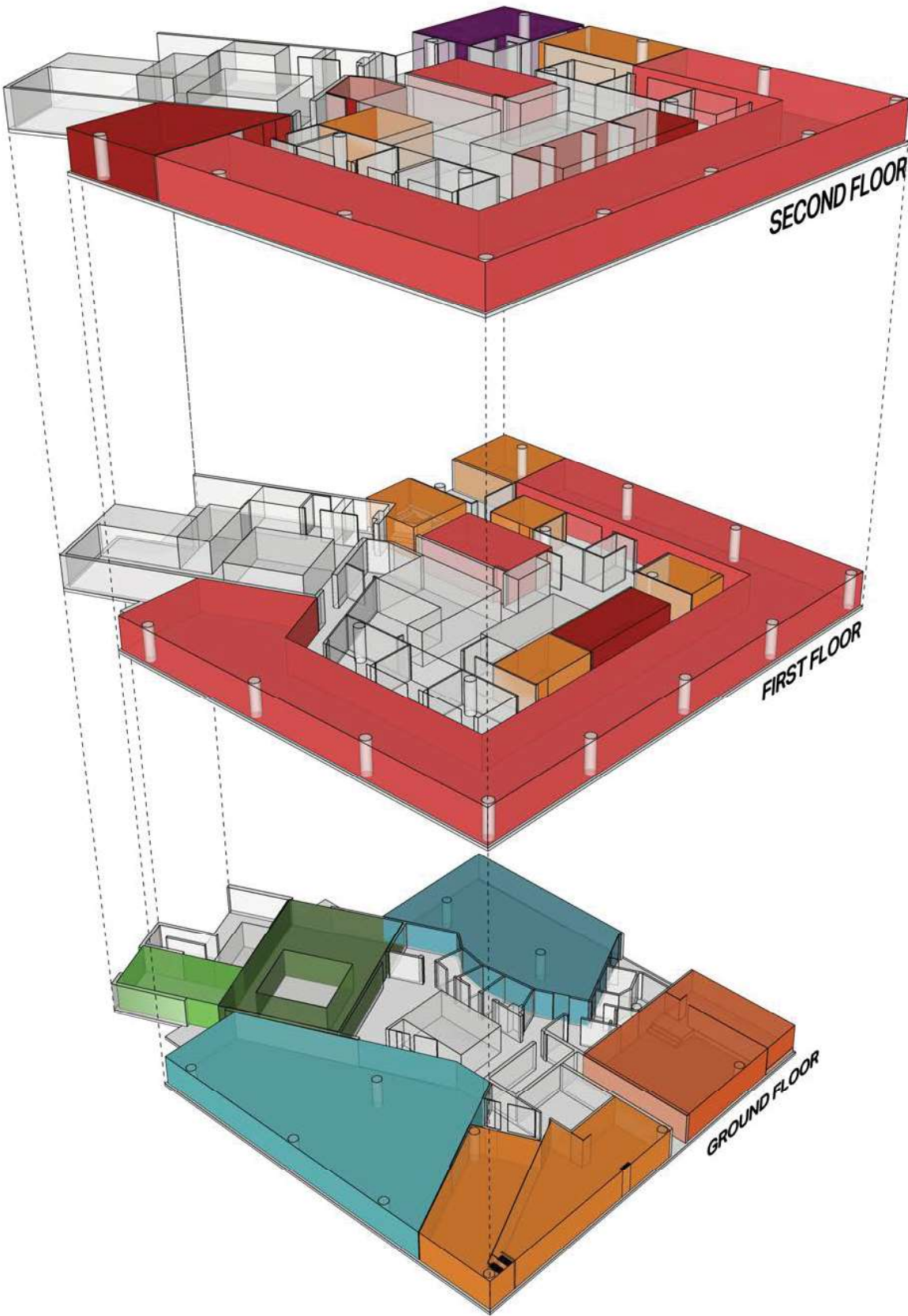
- Workstation ●
- Collaboration area ●
- Break area ●
- CEO Office ●

SECOND FLOOR

- Workstation ●
- Collaboration area ●
- Break area ●

GROUND FLOOR

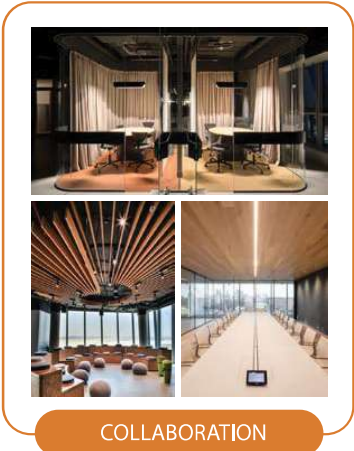
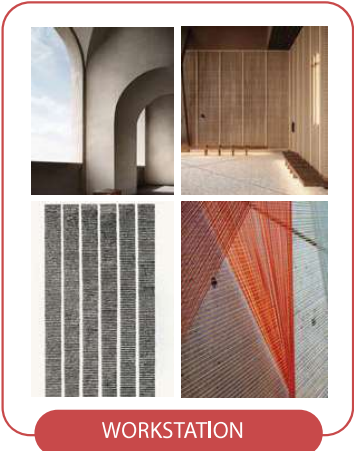
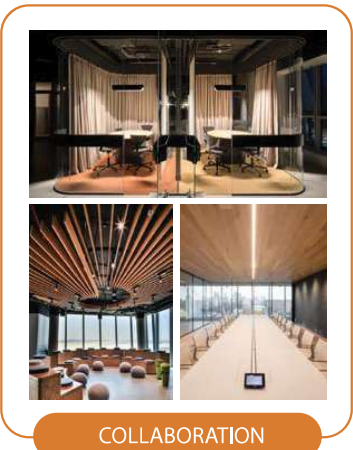
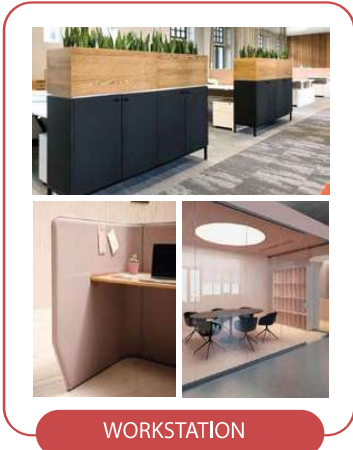
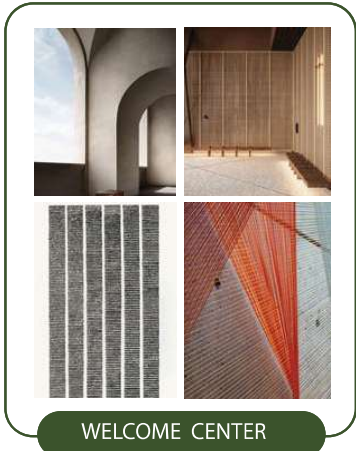
- Welcome center ●
- Hospitality ●
- Journey lab ●
- Multi-Purpose room ●
- Command center ●
- Collaboration area ●



STA
Riyadh, KSA

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Experience Design | Conceptual references



key concept

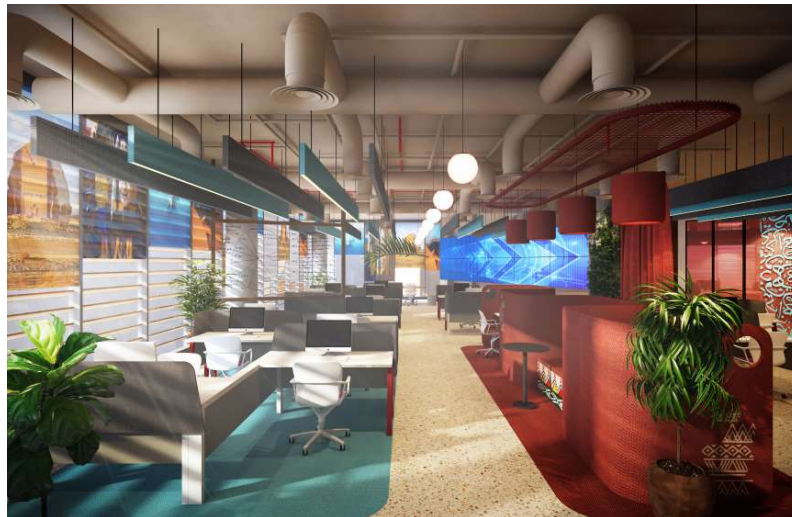
Experience Design | Conceptual references



STA
Riyadh, KSA

key concept

Experience Design | Perspectives



STA
Riyadh, KSA

/ brief /

Huna Riyadh Park will contain a 3 major zones. First is the social hub serving speciality coffee and pastry, Second is the food hall element with 4 brands and the Third is the co-working space for entrepreneurs and SMEs.

Huna Riyadh Park
Riyadh, KSA

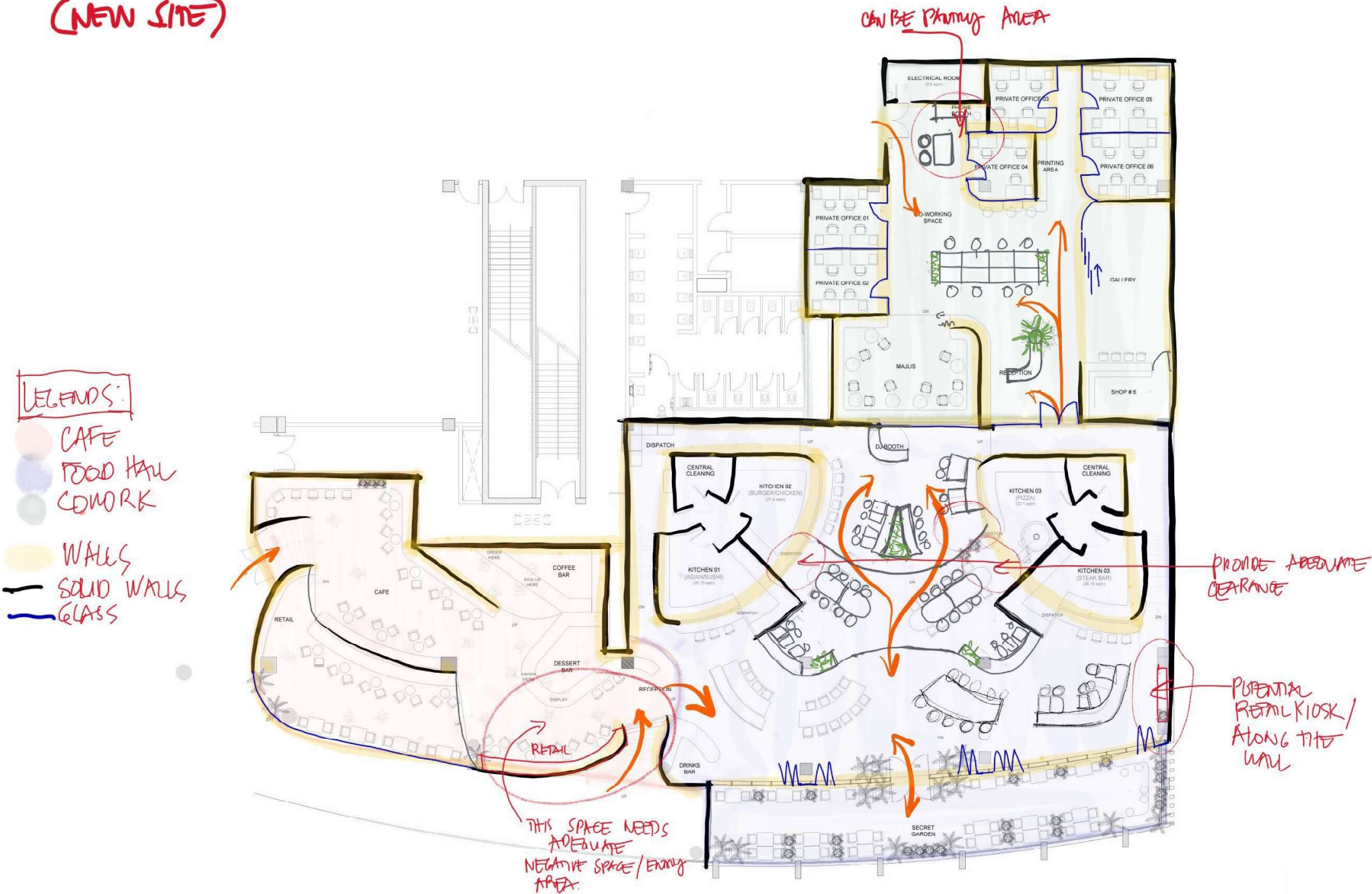
/ concept statement /

“Oasis in the heart of the city”

A sanctuary in the middle of the desert provides an off-the-grid and alternative mixed-use space for the people of Riyadh.

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HUNA RIYADH PARK
(NEW SITE)



Huna Riyadh Park
Riyadh, KSA

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Experience Design | Conceptual sketches



Huna Riyadh Park
Riyadh, KSA

key concept

Experience Design | Conceptual sketches



Huna Riyadh Park
Riyadh, KSA

key concept

Experience Design | Perspectives



Huna Riyadh Park
Riyadh, KSA

/ brief /

As part of 2019 edition of Winter at Tantora festival, Whites, a well-known Pharmacy and Beauty retail store in KSA, has chosen to participate in the annual fest. A pop-up lasting for a couple of months, it is situated within the cultural and heritage site of Al-Ula.

Whites Tantora
Al Ula, KSA

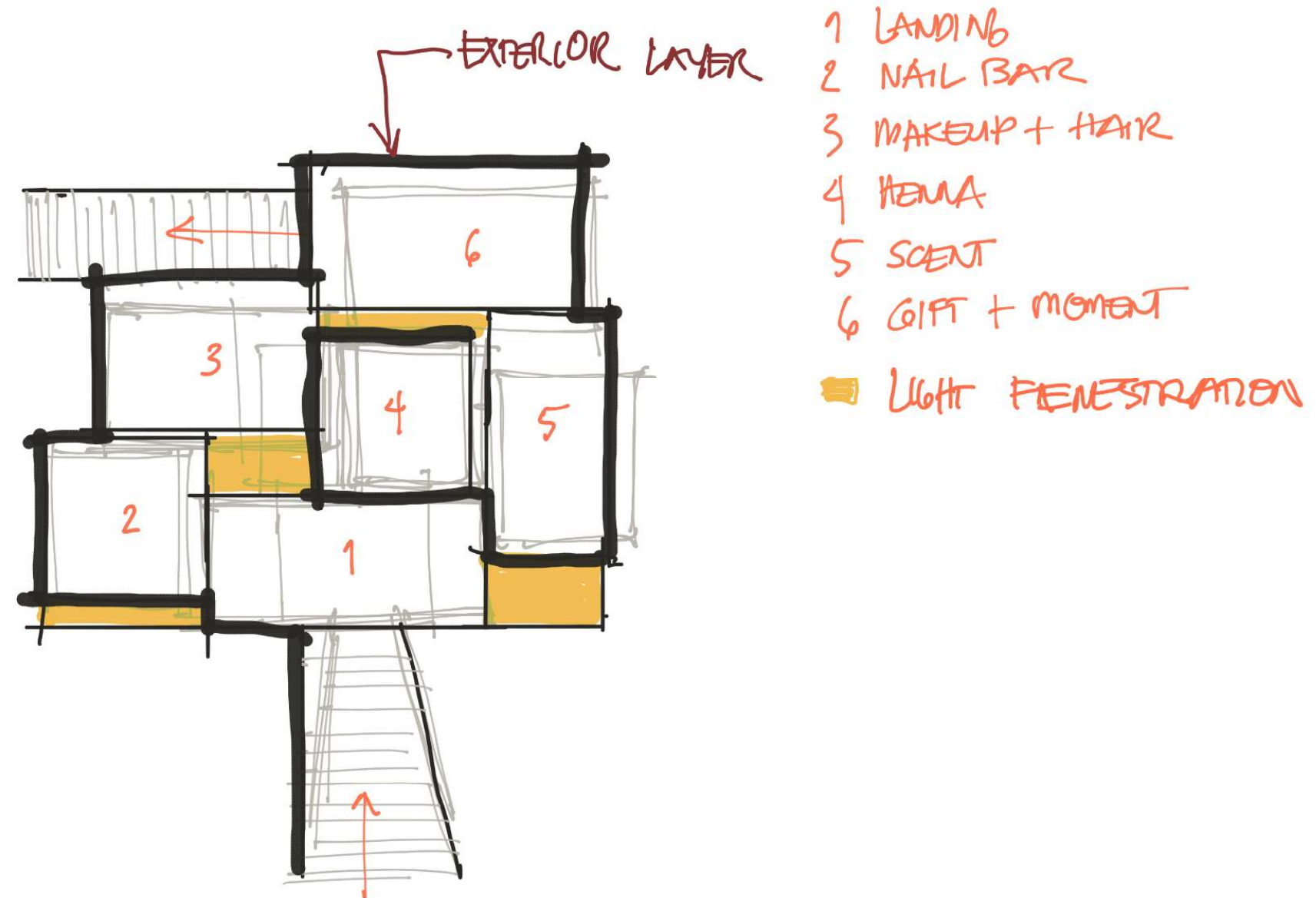
/ concept /

The structure is meant to set a focal point of the area without being too imposing to the natural landscape. The form is seemingly a monolithic piece that references the base of the Nabatean Architecture, as being carved out of a singular rock formation. The right shade of color has been selected to blend in with the surrounding to be one with nature. The interiors are zoned to maximize the view of the environment in 180 degrees. The result is a retail and activity experience like no other.

Whites Tantara
Al Ula, KSA

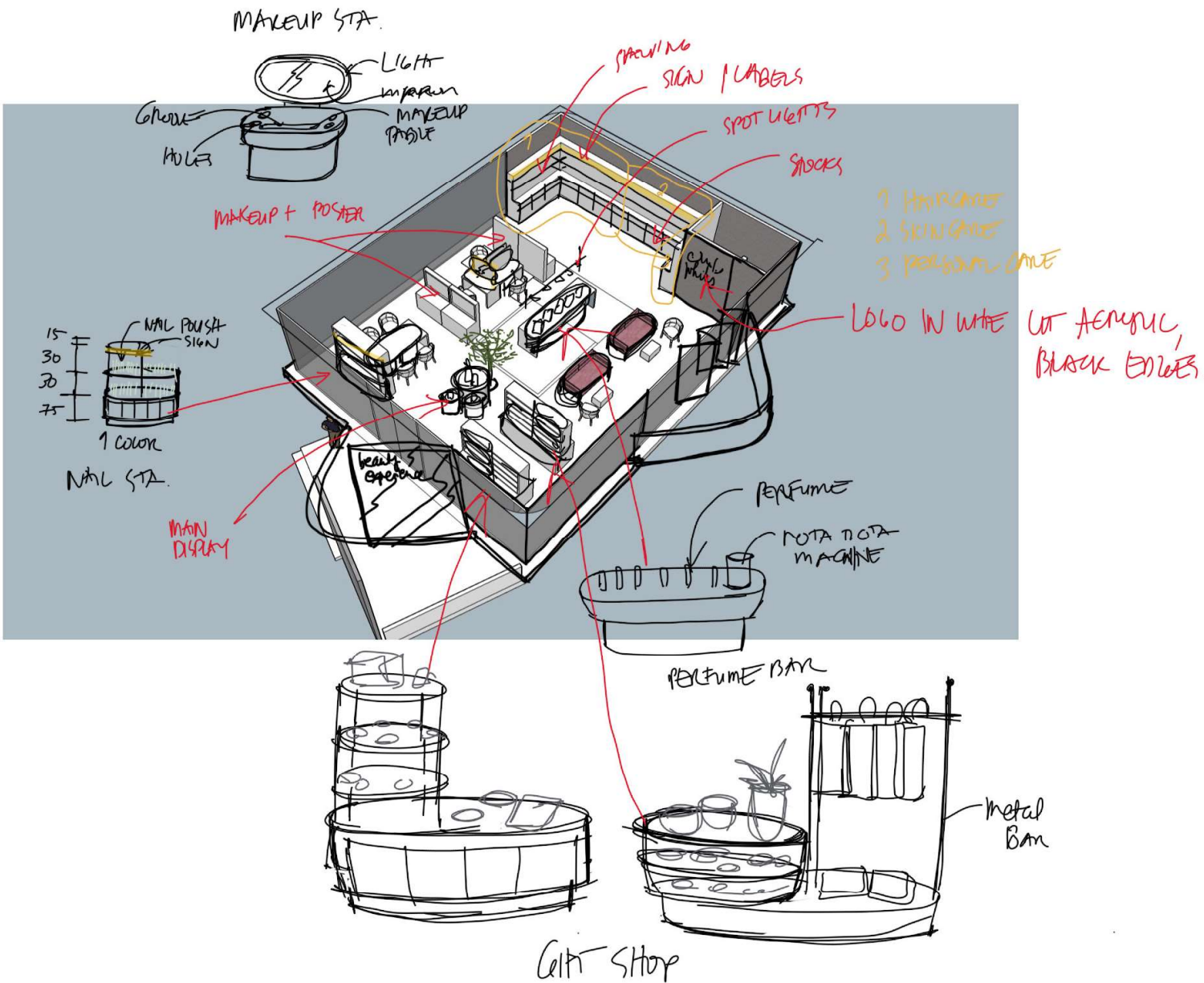
key concept

Experience Design | Conceptual planning



Whites Tantara
Al Ula, KSA

key
concept



Whites Tanora
Al Ula, KSA



Whites Tantara
Al Ula, KSA

key concept

Experience Design | Perspectives



Whites Tanora
Al Ula, KSA

COMMERCIAL Interior design

Key Concept-designed cafe and retail space is inspired by women's modern majlis

Key Concept reinterprets traditional Arabic coffee culture in a contemporary context for cafe design

A food hall-inspired dining venue by KeyConcept design firm draws upon fun, social spaces

IN PICTURES: Zero Fat, Abu Dhabi, by Key Concept

Key Concept creates a weightless scheme for Zero Fat



Restaurant Designs: One Third Food Hall, Al Wasl

Restaurant Designs: Zero Fat Cafe, Abu Dhabi

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Thank you!

www.keyconcept.co
info@keyconcept.co
+971 44 357 985
D3, Bldg. 4 - 407A
Dubai, U.A.E.