

Portfolio

Creative Visual Experiences & Spatial Innovation

DESIGN ROOM

Who We Are



Designroom is a multidisciplinary creative studio specializing in high-end CGI, immersive visual experiences, architectural visualization, experiential events, exhibition environments, and branding solutions. We transform ideas into visually compelling experiences that inspire, engage, and leave lasting impressions.

Website link: Designroom.Studio

Our Core Services

- Events & Anamorphic Experiences 5
- CGI & 3D Animation 15
- Exhibition Stands & Activations 26
- Branding & Creative Identity 36
- Architectural Visualization 57



Brands We Have Worked With

Our diverse and impressive list of clients over the years.



Events & Anamorphic Screen

Creating unforgettable visual experiences through immersive content, anamorphic storytelling, and large-scale event visuals.

Services:

- Anamorphic Screen Content
- Event Visual Design
- LED Screen Experiences
- Stage Content
- Motion Visuals
- Launch Events



LED & Projection Content Solutions

Custom Content for Any Screen, Shape, or Surface

We create immersive visual content tailored to any display format, delivering impactful experiences for events, exhibitions, retail environments, and brand activations.

LED Content Capabilities:

- Flat Screens
- Corner & Anamorphic Displays
- LED Rooms
- Cubes & Spheres
- Curved & Custom-Shaped Screens
- Multi-Screen Experiences
- Interactive & Motion Content

Projection Mapping :

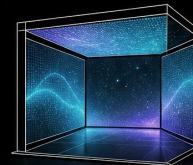
Content designed for buildings, exhibition stands, stages, products, and custom surfaces.



Flat LED Screen



Corner Anamorphic Screen



LED Room



Curved LED Screen



Cube LED Display



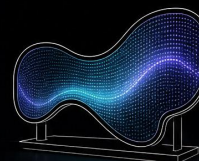
Sphere LED Display



Cylindrical Screen



Hanging LED Installation



Custom-Shaped LED Screen



Multi-Screen Setup



Projection Mapping on a Building

Mobily Screen

Telecom CGI, 2D + 3D Motion Graphics & Large-Format Digital Screen Content

The Mobily Screen project is a high-impact CGI animation developed for large digital advertising screens within a telecom brand environment. The visuals were optimized for high brightness, long-distance visibility. The project combines **2D and 3D motion graphics**, dynamic brand elements, and screen-ready composition to create a visually engaging and immersive experience. This work highlights our expertise in telecom CGI, **2D + 3D motion graphics**, Digital content, and large-format LED screen animation.

Project link: [Click Here](#)

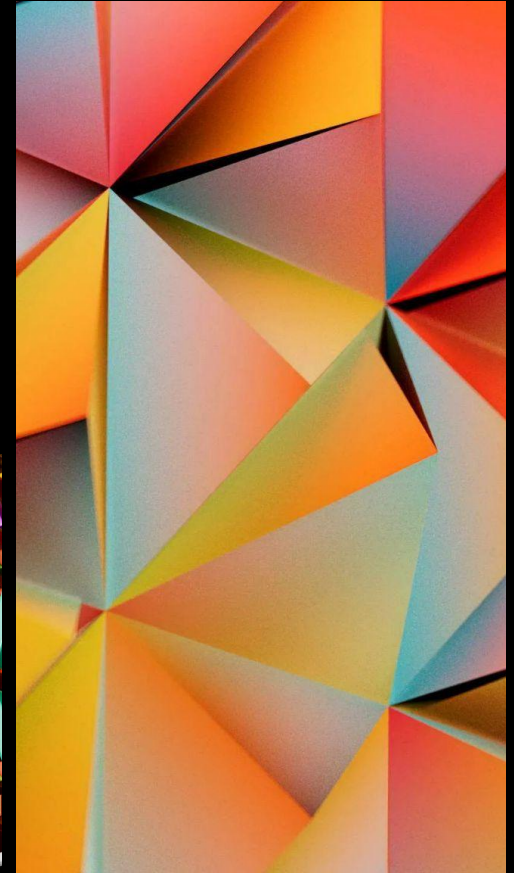


DEV-SLAM – GITEX GLOBAL

Large-Scale Event CGI & LED Screen Intro Animation

DEV-SLAM – GITEX GLOBAL Main Intro is a high-impact CGI animation created for massive LED screens at a major technology exhibition. The project involved cinematic 3D animation, motion graphics, and ultra-high-resolution rendering optimized for large-format event displays. This project represents our expertise in large-scale event visuals, exhibition screen content, and premium CGI for global technology shows.

Project link: [Click Here](#)



Octopus 2 DOOH – Anamorphic Screen

3D Anamorphic Animation for Large-Format LED Displays

Octopus 2 DOOH is an eye-catching anamorphic CGI animation created for public LED and billboard screens. The project uses advanced depth composition, cinematic animation, and high-resolution rendering to create a powerful illusion of the octopus emerging from the screen. This project reflects our expertise in 3D anamorphic screen content, public digital installations, and high-impact brand visibility.

Project link: [Click Here](#)



Glitches DOOH – Anamorphic Screen

Anamorphic CGI & Glitch Motion Design for DOOH Screens

Glitches DOOH is an experimental anamorphic CGI project combining 3D depth illusion with dynamic glitch motion graphics. The animation was fully optimized for LED billboard resolution and viewing perspective to create maximum visual impact in outdoor advertising environments. This project highlights our creative capability in producing cinematic anamorphic CGI content and digital screen visuals for brand activations and DOOH campaigns in Dubai and the UAE.

Project link: [Click Here](#)

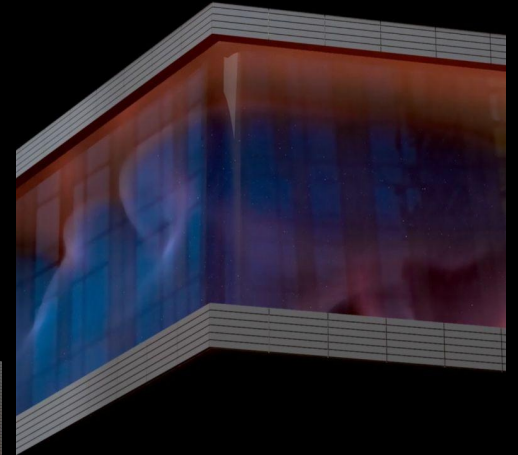
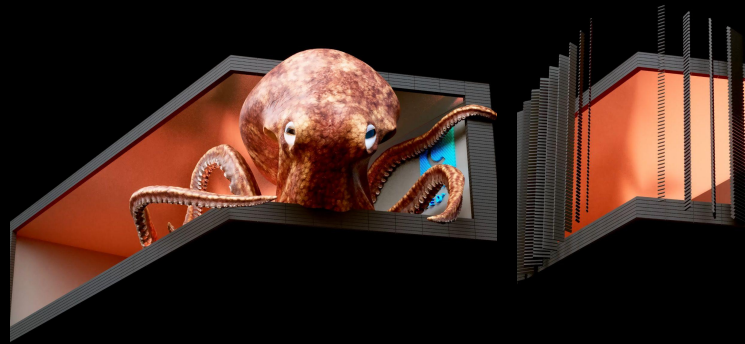
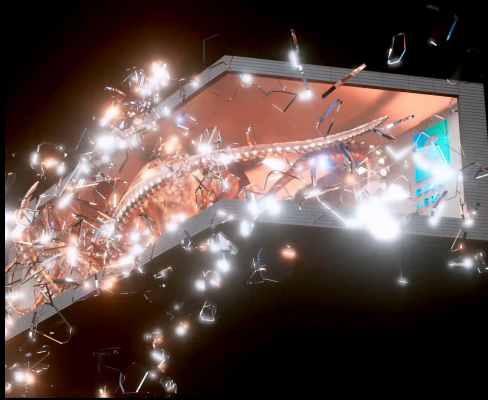


Octopus 1 DOOH – Anamorphic Screen

3D Anamorphic CGI Content for Digital Out-of-Home Display

Octopus 1 DOOH is a high-impact anamorphic CGI animation created for large-format digital out-of-home LED screens. The project was designed with precise depth composition, cinematic animation, and ultra-high-resolution rendering to create a strong 3D illusion visible from public viewing angles. Optimized for brightness, contrast, and wide viewing distance, this project demonstrates our expertise in anamorphic CGI, DOOH screen content, and immersive 3D visuals for urban advertising.

Project link: [Click Here](#)

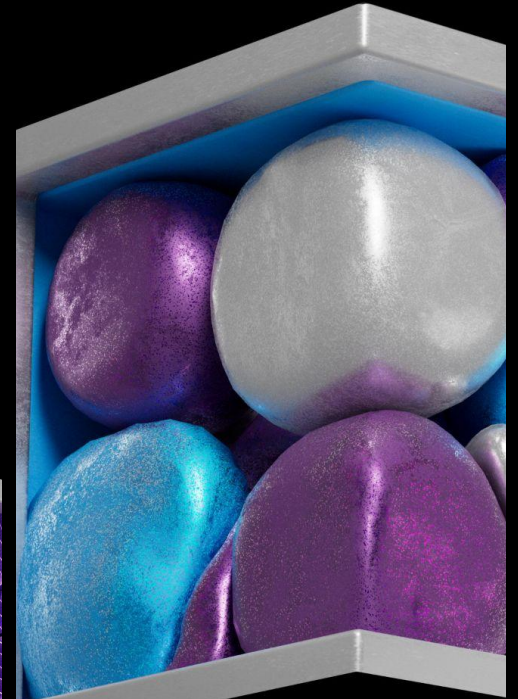
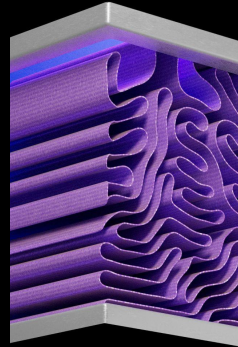
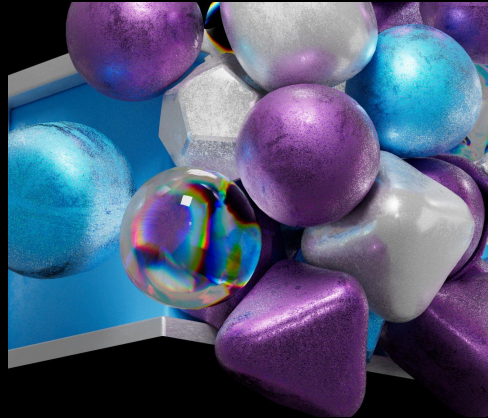
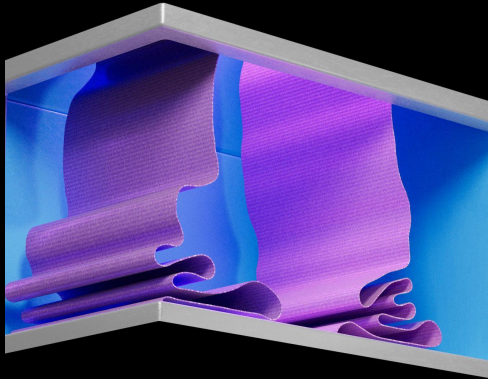


SoftBody DOOH – Anamorphic Screen

Soft-Body Physics CGI for Anamorphic LED Screens

SoftBody DOOH is a visually immersive anamorphic CGI animation built using realistic soft-body physics simulation, organic motion, and cinematic lighting. Designed specifically for large DOOH LED installations, the animation creates a powerful depth illusion that interacts with the physical screen structure. This project demonstrates our advanced simulation, 3D animation, and anamorphic DOOH production capabilities for public digital displays

Project link: [Click Here](#)

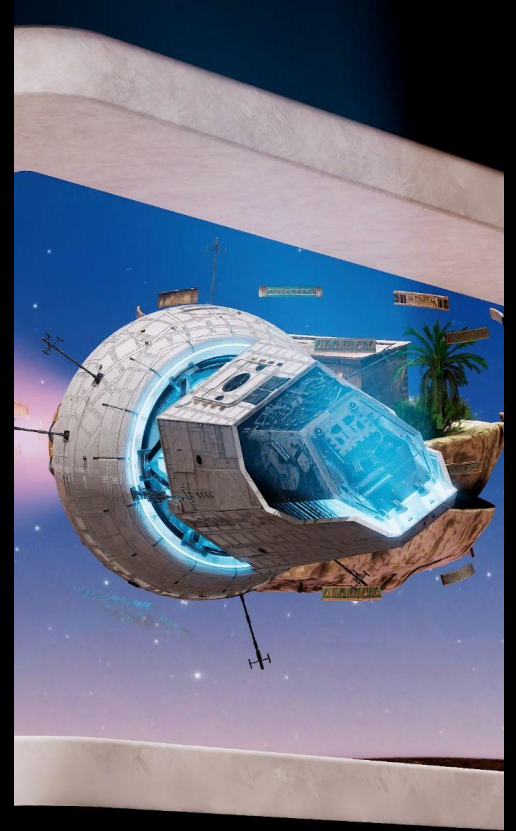


Egypt Islands DOOH – Anamorphic Screen

3D Anamorphic CGI Content for Digital Out-of-Home Screens

The Egypt Islands DOOH project is a large-scale anamorphic CGI animation developed for digital out-of-home (DOOH) advertising screens. The content was designed to create immersive 3D depth illusions tailored specifically for corner and LED billboard screens. Our team optimized the visuals for ultra-wide resolutions, correct viewing angles, and high brightness levels. This project demonstrates our leadership in anamorphic CGI, DOOH content, and urban digital screen animation.

Project link: [Click Here](#)

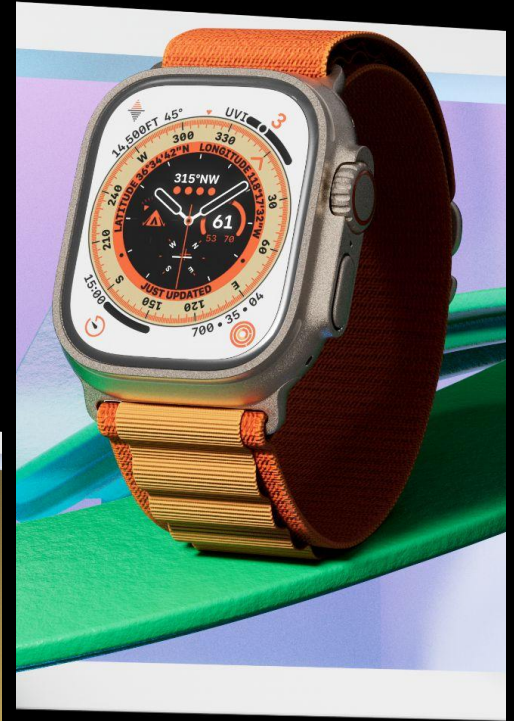
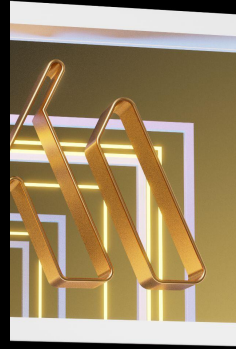


Products DOOH – Anamorphic Screen

3D Product Anamorphic CGI for Digital Out-of-Home Advertising

This DOOH Anamorphic Products Screen project features 3D product visuals designed to appear as if they are emerging directly from the LED screen. The project included precise perspective mapping, ultra-wide composition, and high-resolution rendering optimized for outdoor visibility. This work highlights our specialization in anamorphic CGI for product advertising, retail brand campaigns, and digital billboards across the UAE.

Project link: [Click Here](#)



CGI & 3D Animation

Cinematic CGI and high-end 3D animation crafted to elevate brands, products, and experiences through visually compelling storytelling.

Services:

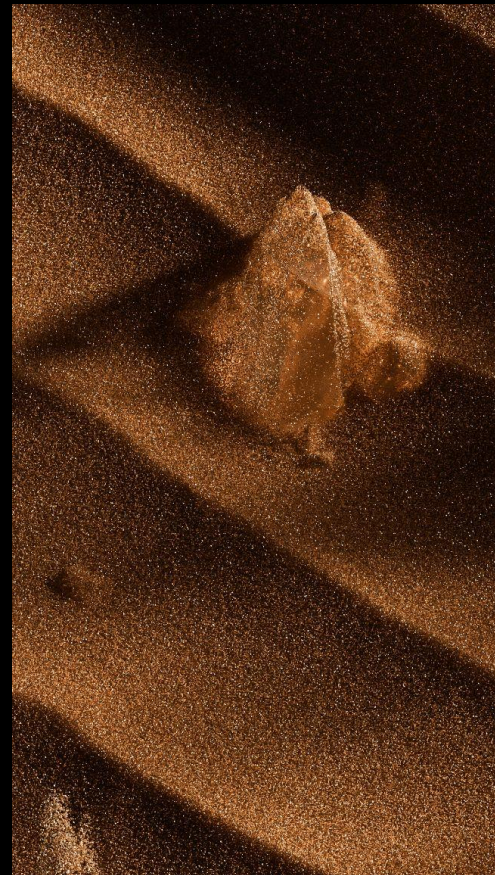
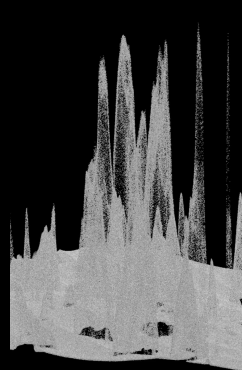
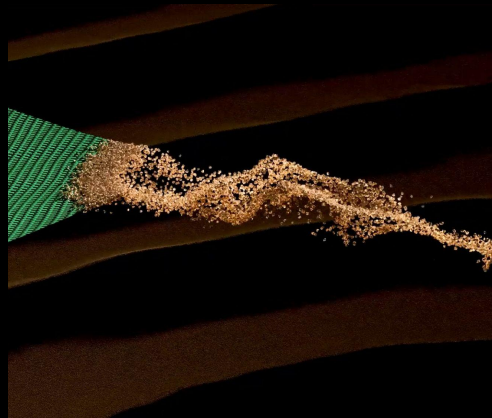
- Product Visualization
- CGI Advertising
- 3D Animation
- Motion Graphics
- Product Launch Films
- VFX Integration
- Social Media CGI Content



Sand Particles – KSA Flag Day

A symbolic CGI animation project created to celebrate Saudi Arabia's national identity through dynamic particle motion and lighting design. The animation combines 3D particle systems, cinematic transitions.

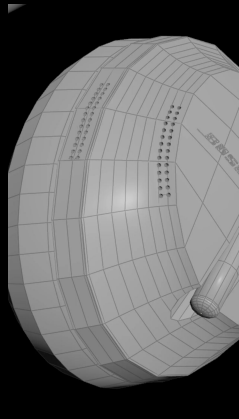
Project link: [Click Here](#)



Bose 700 Headphone

The project features a photorealistic 3D product animation of the Bose 700 Headphone, emphasizing design, materials, and functional details through cinematic lighting and smooth motion.

Video link: [Click Here](#)



Gold Bangles

Luxury Jewelry 3D Product Visualization & Advertising CGI

The Gold Bangles project features a photorealistic 3D visualization created to showcase fine jewelry with precision and luxury appeal. Our team handled complete 3D modeling, gold material shading, realistic reflections, and studio lighting to produce high-resolution stills and animated visuals for digital marketing. This project reflects our expertise in luxury product CGI, jewelry visualization, and commercial 3D animation in the UAE.

Project link: [Click Here](#)

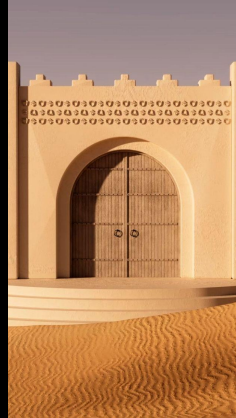
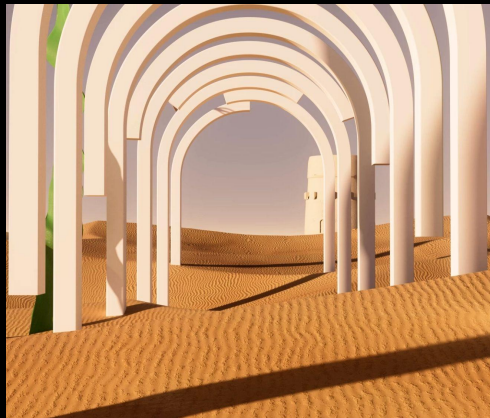


Saudi Foundation Day

Automotive CGI & Event Screen Content for Automotive Showroom

This project was created for the Saudi Foundation Day celebration at the Lexus Toyota showroom, featuring high-end CGI animation and screen-ready visuals designed for a premium automotive environment. The project involved realistic vehicle rendering, cinematic lighting, and motion design optimized for large LED screens. It demonstrates our expertise in automotive CGI, 3D showroom visualization, and event screen content production for high-profile brand activations.

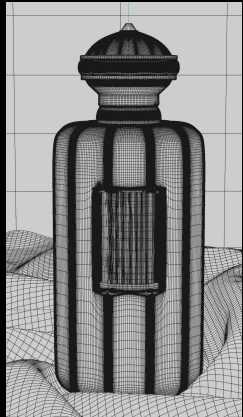
Project link: [Click Here](#)



SWISS DUFT Perfume

Luxury visual created using a hybrid workflow combining CGI and AI, focusing on bottle form, glass transparency, material realism, and elegant lighting.

Video link: [Click Here](#)



Seen Memory Perfume

A premium CGI product visualization project created to showcase the Seen Memory fragrance collection through elegant packaging, realistic glass materials, and refined lighting setups. The project combines detailed product modeling, luxury-focused compositions, and commercial rendering techniques to highlight the brand's identity, craftsmanship, and premium market appeal.

Project link: [Click Here](#)



Afnan Perfumes

Luxury Perfume 3D Visualization & CGI Advertising

Afnan Perfumes is a premium 3D product visualization project created to showcase fragrance bottles with photorealistic quality and cinematic appeal. Our CGI studio handled full 3D modeling, glass and liquid shaders, detailed lighting, and animated product presentations. The visuals were optimized for digital advertising, social media, and e-commerce platforms across the UAE and Middle East.

Project link: [Click Here](#)



ARMAF Perfumes

Luxury Perfume CGI & 3D Product Visualization

The ARMAF Perfumes project features high-end 3D product visualization created to highlight fragrance bottle design, material quality, and brand luxury. We produced photorealistic modeling, glass and liquid shaders, studio lighting, and cinematic animation for digital advertising and social media campaigns. This project showcases our specialization in perfume CGI, luxury product visualization, and commercial 3D animation in Dubai.

Project link: [Click Here](#)



Glass Bottle

Glass Bottle 3D Product Visualization & CGI Advertising

The Glass Bottle project features a photorealistic 3D visualization of a glass container, focusing on transparency, reflections, and liquid interactions. Our team handled advanced glass shaders, studio lighting, and cinematic animation to create advertising-ready visuals for digital campaigns. This project highlights our technical strength in glass material rendering and luxury product CGI.

Project link: [Click Here](#)



Sweatshirt

3D Product Visualization & Motion Graphics for Apparel

The 3D Sweatshirt project showcases a photorealistic 3D product visualization of apparel, highlighting fabric texture, folds, stitching details, and realistic lighting. The animation features **3D motion graphics** to create a dynamic product presentation suitable for digital advertising, e-commerce platforms, and social media campaigns. Developed by our Dubai-based CGI studio, this project demonstrates our expertise in apparel visualization, product-focused 3D animation, and high-quality motion graphics for fashion brands.

Project link: [Click Here](#)



Exhibition Stand & Activations

Experiential environments designed to maximize engagement, brand presence, and visitor interaction.

Services:

- Exhibition Stand Design
- Experiential Activations
- Pop-up Experiences
- Interactive Zones
- Event Booth Design
- Spatial Branding



Rasasi Stand Beauty Istanbul

A premium exhibition design project created for Rasasi's participation in Beauty Istanbul, combining luxury brand storytelling with immersive spatial design. The project features custom display zones, product showcases, and high-end material finishes, brought to life through photorealistic CGI visualization to enhance visitor engagement and strengthen brand presence at an international trade event.



Rasasi Stand Beauty Istanbul



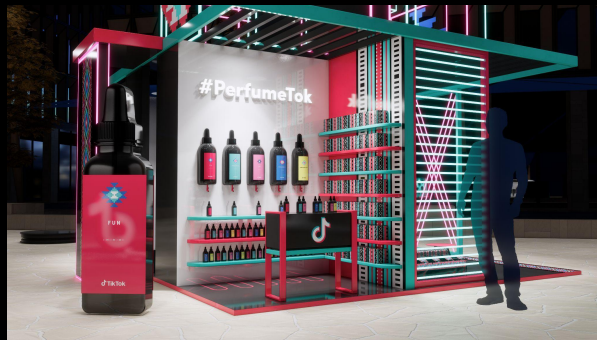
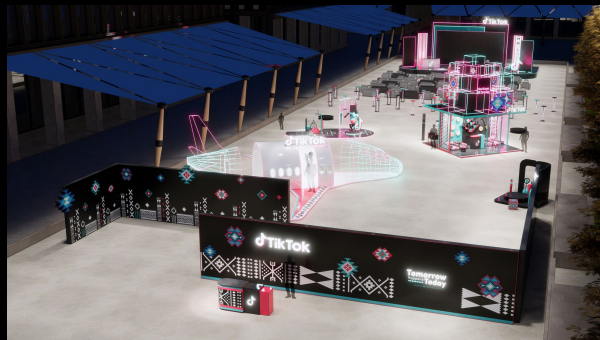
TikTok Exhibition

A concept-driven exhibition stand designed to reflect TikTok's dynamic identity through bold geometry, immersive lighting, and interactive zones.

We developed full 3D exhibition visuals, including stand layout, branded elements, lighting concepts, and visitor-flow perspectives to support design approval and client presentations.



TikTok Exhibition



TikTok Exhibition



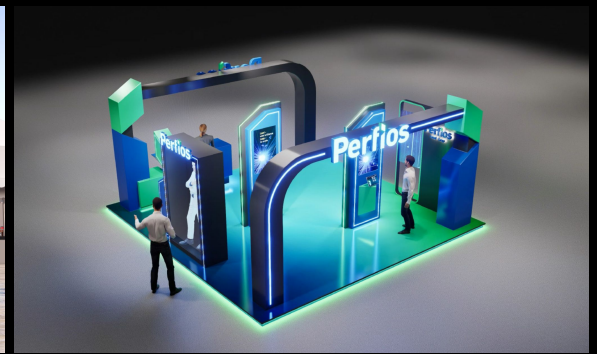
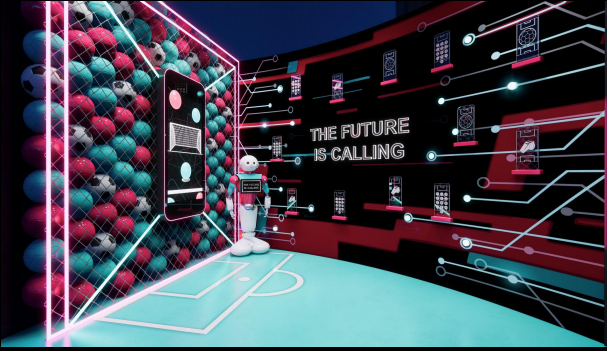
WISER (GOV)



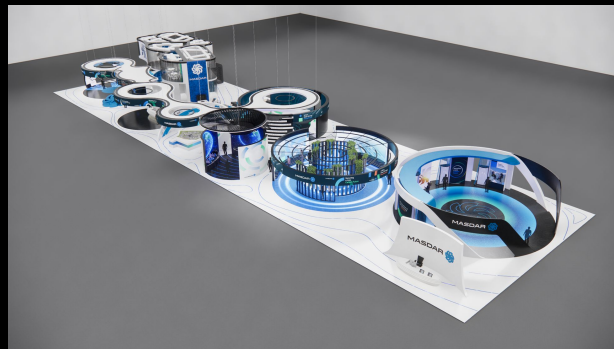
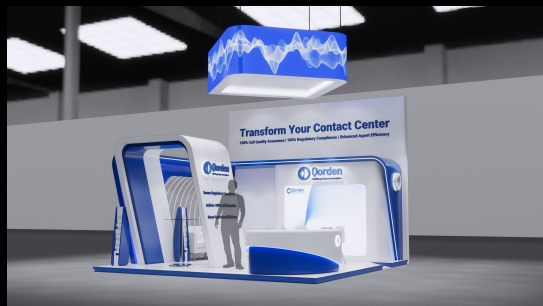
Exhibition Projects



Exhibition Projects



Exhibition Projects



Branding

Strategic branding and visual identity systems designed to create memorable, consistent, and meaningful brand experiences.

Services:

- Brand Identity
- Logo Design
- Brand Strategy
- Packaging Design
- Marketing Collateral
- Visual Guidelines



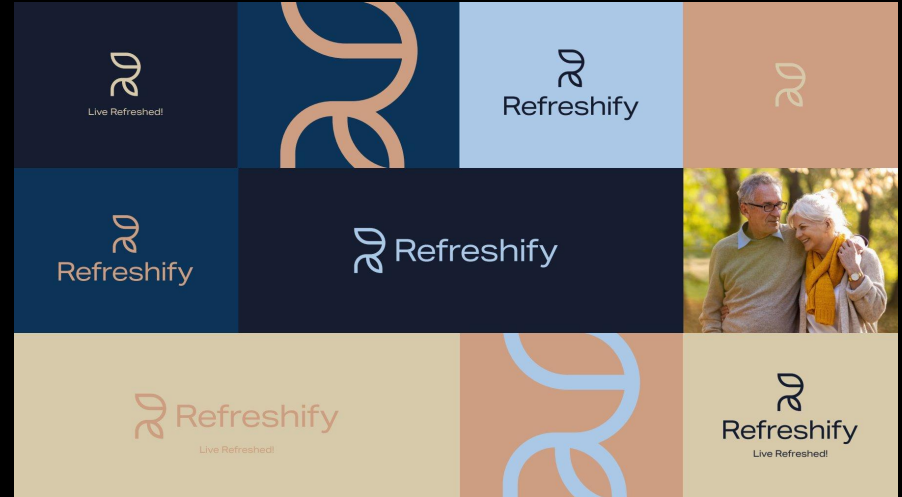
Manhout

A branding and packaging design project developed for a premium handcrafted products brand. The project combines visual identity design, packaging development, color strategy, and brand storytelling to create a cohesive brand experience that reflects authenticity, craftsmanship, and product quality across physical and digital touchpoints.



Refreshify

A high-quality CGI visualization project created to present the Refreshify product range through realistic packaging, detailed materials, and clean studio lighting. The project combines product-focused composition, branding elements, and commercial rendering techniques to deliver engaging marketing visuals.



Refreshify



Refreshify



THEDA

A commercial CGI project developed to present THEDA's nutritional supplement products through realistic packaging design, clean product renders, and premium lighting setups. The visualization combines product-focused storytelling, branding elements, and marketing-oriented compositions to create engaging promotional assets.

Project link: [Click Here](#)



THEDA



THEDA



THEDA

HARNESSES SCIENCE-BACKED
INNOVATION FOR SUSTAINABLE
METABOLIC SUPPORT

- 1 PATENTED INGREDIENT
QCR-300®
- 2 HORMONAL BALANCE
ACTIVES
- 3 ENERGY-STABILIZING
MINERALS
- 4 CRAVING CONTROL
COMPOUNDS
- 5 METABOLIC SUPPORT
NUTRIENTS



ORIZON Brand Book

A comprehensive brand identity project developed to establish a bold and distinctive visual language for ORIZON. The project combines logo development, typography, color systems, brand guidelines, and communication assets to ensure consistency across all touchpoints while strengthening brand recognition and market presence.



ORIZON Brand Book

DESIGN
PRACTISE
Notebook



DESIGN
PRACTISE
business card



Serb Guideline

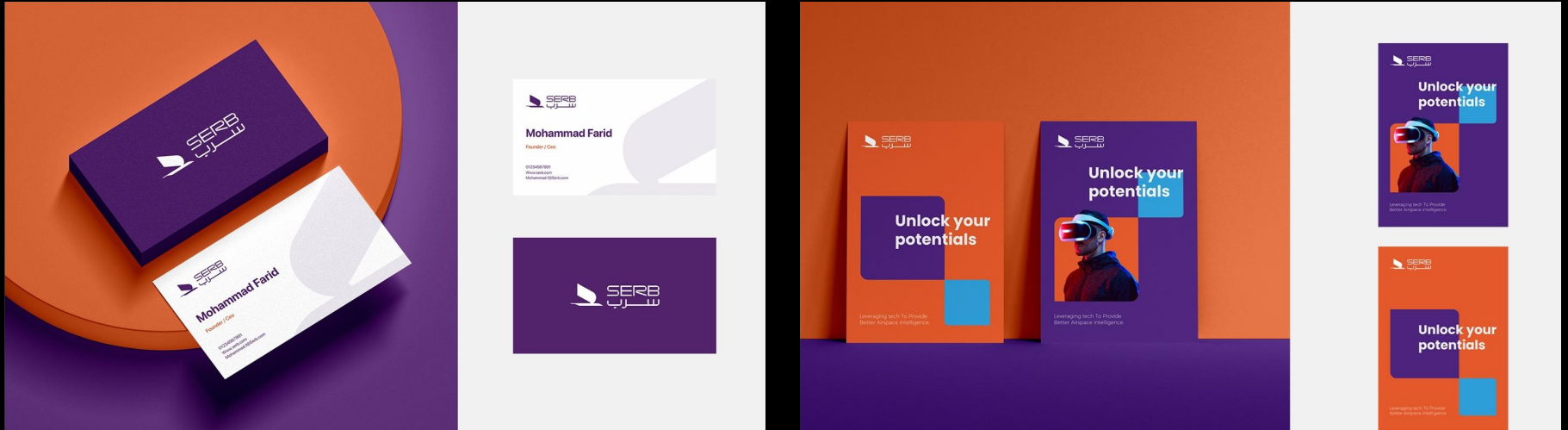


Logo



Serb Guideline

A strategic branding project developed to establish a clear and consistent visual identity for SERB through a comprehensive brand guidelines system. The project defines logo applications, color palettes, typography, graphic elements, and communication standards to ensure brand consistency across digital, print, and corporate materials.



SAL Wayfinding

A high-quality visualization project developed to present a complete wayfinding and environmental branding system for a logistics hub. The project combines directional signage, large-scale graphic applications, and branded architectural elements to create a cohesive navigation experience while reinforcing the facility's visual identity and operational efficiency.



Packaging Design

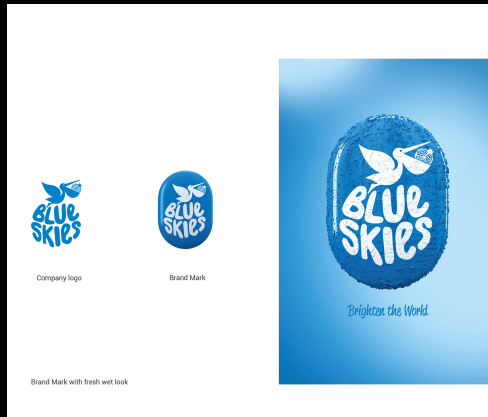
A creative packaging design project developed to showcase a variety of consumer products through distinctive branding, functional packaging solutions, and high-quality CGI visualization. The project combines brand identity, packaging structure, and realistic product rendering to create visually compelling designs that enhance shelf presence and strengthen brand recognition.



Brands

A branding-focused design project created to develop distinctive visual identities across multiple industries. The project combines logo design, brand strategy, typography, color systems, and marketing collateral to build cohesive brand experiences that strengthen recognition, communicate brand values, and support long-term business growth.

Project link: [Click Here](#)

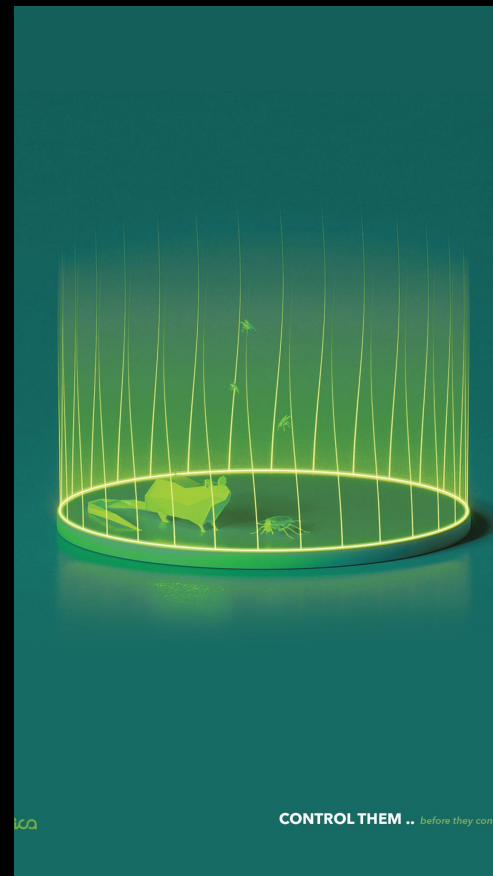


Africa – Environmental Services

3D Visualization & Motion Graphics for Corporate Branding

For Africa, an Egyptian environmental services company specializing in pest control, agriculture consulting, and landscape solutions, we produced 3D visualization and motion graphics to highlight their services and brand identity. The project included realistic 3D modeling, dynamic animations, and visually engaging graphics optimized for social media, presentations, and digital marketing campaigns. This project demonstrates our expertise in corporate CGI, 3D motion graphics, and environmental industry branding visuals.

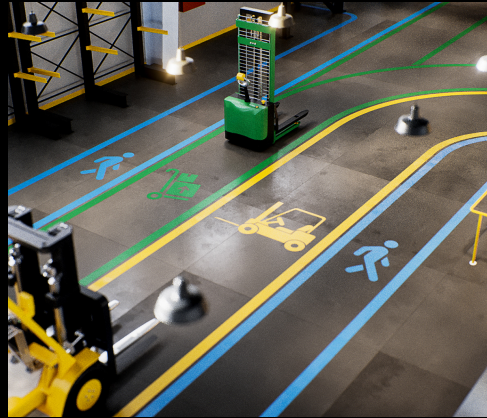
Project link: [Click Here](#)



Urban Wayfinding

A comprehensive wayfinding visualization project developed for industrial and manufacturing environments to improve navigation, workflow efficiency, and operational safety. The project combines directional signage, floor graphics, zoning systems, and environmental branding to create a clear and intuitive navigation experience across large-scale production facilities.

Project link: [Click Here](#)



Urban Wayfinding

A design and visualization project focused on creating a cohesive urban wayfinding system for public spaces and city environments. The project combines directional signage, mapping solutions, and environmental branding with realistic CGI visualization to improve user experience, strengthen place identity, and support efficient navigation throughout the urban landscape.

Project link: [Click Here](#)



Commercial Wayfinding

A professional wayfinding design project developed to improve navigation and user experience within commercial and office environments. The project combines directional signage, information hierarchy, and environmental graphics to create a clear, intuitive navigation system while maintaining visual consistency with the brand identity and architectural space.

Project link: [Click Here](#)



أنظمة
الإرشاد
والتوجيه
للفراغات التجارية



Blue Skies

A commercial branding and CGI visualization project created to showcase a premium beverage product through distinctive packaging, vibrant visual identity, and photorealistic product renders. The project combines brand development, packaging design, and marketing-focused imagery to communicate freshness, flavor, and strong shelf appeal across digital and print media.

Project link: [Click Here](#)



Architectural Visualization

Photorealistic architectural visualization that transforms concepts into emotionally engaging environments.

Services:

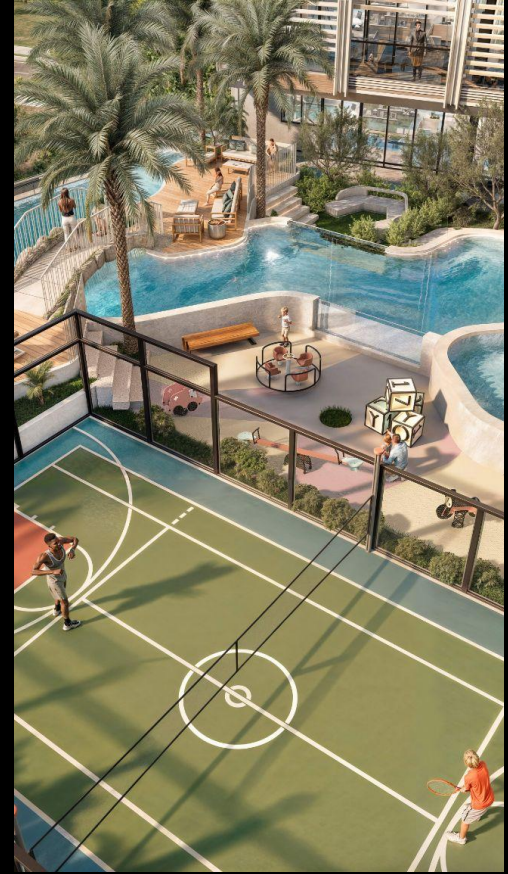
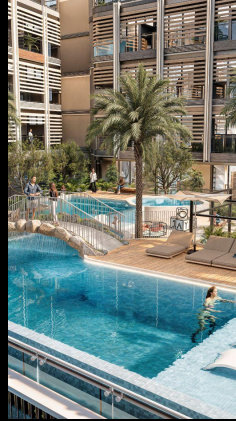
- Exterior Rendering
- Interior Visualization
- 360 Walkthrough Animation
- Masterplan Visualization
- Hospitality
- Healthcare
- Commercial & Residential



Kamdar 105

A high-end architectural visualization project created to showcase a contemporary mixed-use development through realistic materials, atmospheric lighting, and detailed environmental design. The project combines exterior architecture, landscape elements, and lifestyle-focused amenities to communicate the project's identity, functionality, and premium living experience.

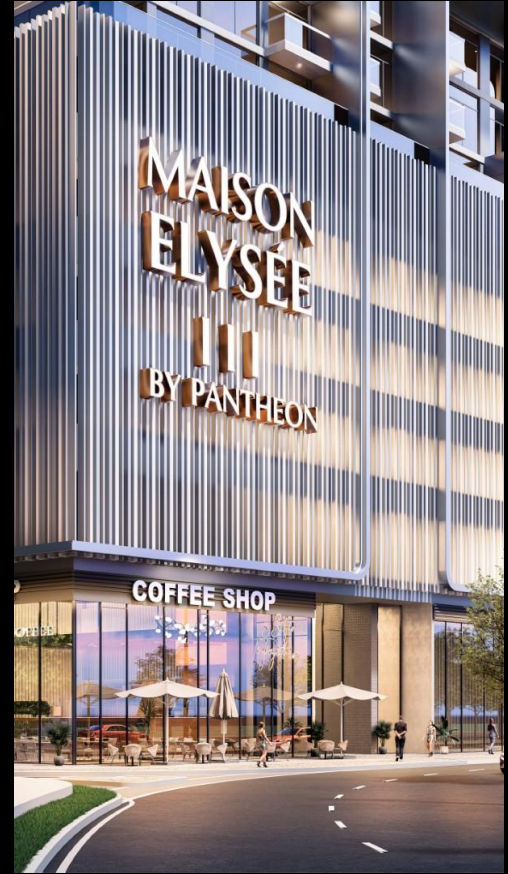
Project link: [Click Here](#)



Maison Elysee III

A premium architectural visualization project created to present a modern mixed-use development through photorealistic rendering, detailed materials, and cinematic lighting. The project combines exterior architecture, commercial spaces, and urban surroundings to showcase the development's design language, scale, and premium lifestyle experience.

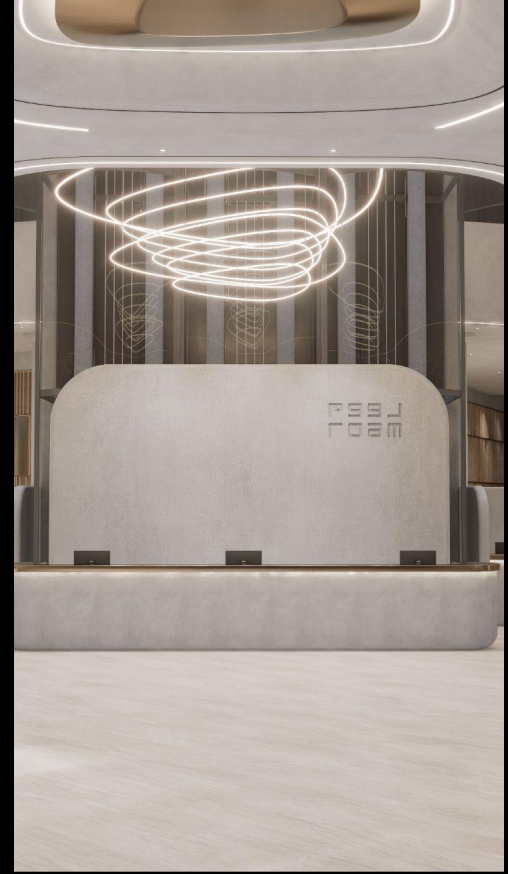
Project link: [Click Here](#)



Roam Hotel

A premium CGI visualization project created to showcase a contemporary hotel development through photorealistic rendering, refined materials, and atmosphere-driven lighting. The project combines architectural elements, hospitality amenities, and branding-focused visuals to highlight the guest experience, luxury accommodations, and modern lifestyle appeal.

Project link: [Click Here](#)



Mangaluru International Airport

A commercial visualization project developed to present a modern international airport terminal through realistic architectural renders, passenger-centric amenities, and detailed terminal environments. The project combines exterior aviation architecture, expansive transit facilities, and premium lounge spaces to create compelling marketing assets that communicate efficiency, comfort, and contemporary global connectivity.



INTERIOR VISUALIZATION

A premium interior visualization projects developed to showcase modern design concepts through realistic architectural renders and detailed styling. The project highlights curated living spaces, refined material combinations, and bespoke furniture layouts to deliver compelling visual assets that project comfort, luxury, and elite contemporary lifestyle.



INTERIOR VISUALIZATION



INTERIOR VISUALIZATION



Pantheon RAK

A high-end architectural visualization project developed to support the marketing of a modern residential community. The project features realistic materials, atmospheric lighting, and carefully crafted compositions that showcase the building's architecture, premium amenities, and contemporary lifestyle experience through compelling CGI imagery.

Project link: [Click Here](#)



Coterie Kitchen Ibn Batuta

A commercial architectural visualization project developed to present a modern restaurant concept through photorealistic interior renders. The visualization combines premium materials, decorative details, and carefully crafted lighting to communicate the space's character, functionality, and welcoming dining atmosphere for marketing and presentation purposes.

Project link: [Click Here](#)



Business Bay Office

A high-end interior visualization project developed to present a contemporary office space through photorealistic rendering, refined materials, and atmosphere-driven lighting. The visualization combines modern workspace design, custom furnishings, and detailed architectural elements to communicate a premium corporate experience and support client presentations and marketing materials.

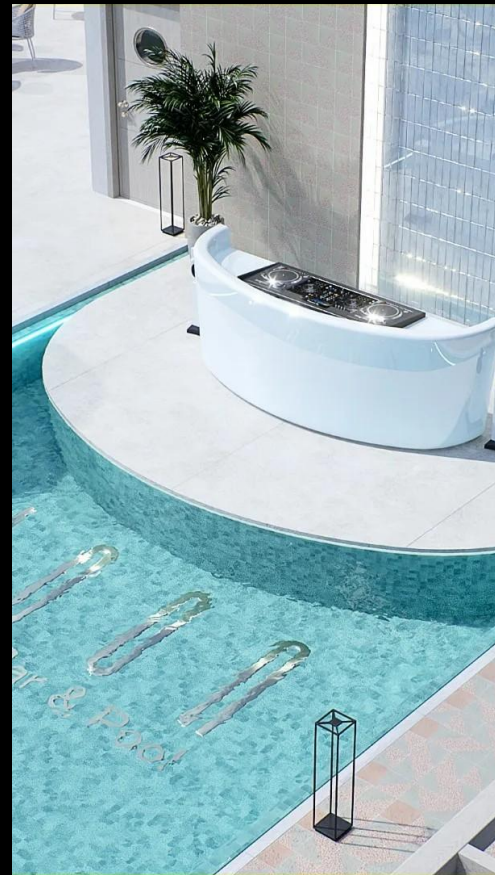
Project link: [Click Here](#)



JOON Rooftops

A commercial visualization project developed to present a luxury rooftop concept through photorealistic rendering, detailed architectural elements, and carefully crafted environments. The visualization combines exterior leisure areas, interior hospitality spaces, and premium amenities to create compelling marketing assets that communicate comfort, exclusivity, and contemporary design.

Project link: [Click Here](#)



360 Experience

A real-time virtual tour experience created to enhance architectural presentations through interactive 360° environments and photorealistic rendering. The project allows users to navigate interior spaces freely while exploring materials, lighting, and design details, delivering an immersive and intuitive property visualization experience.

Project link: [Click Here](#)



Thank you

Let's Create Extraordinary Experiences

DESIGN ROOM

Ready for what's next?

Let's talk

[Designroom.Studio](https://www.designroom.studio)

Hello@designroom.studio

+971 52 558 4003

[@designroom.studio](https://www.instagram.com/designroom.studio)