

FIRST INTERACTIVE
CONCEPT → BUILT REALITY

A large, dark, metallic sculpture of a stylized letter 'E' is the central focus. A light-colored, translucent ribbon is wrapped around the middle of the 'E'. The ribbon has the text 'PRECISION MADE VISIBLE.' printed on it in a dark, sans-serif font. The sculpture is set against a black background and is reflected on a dark, glossy surface below it.

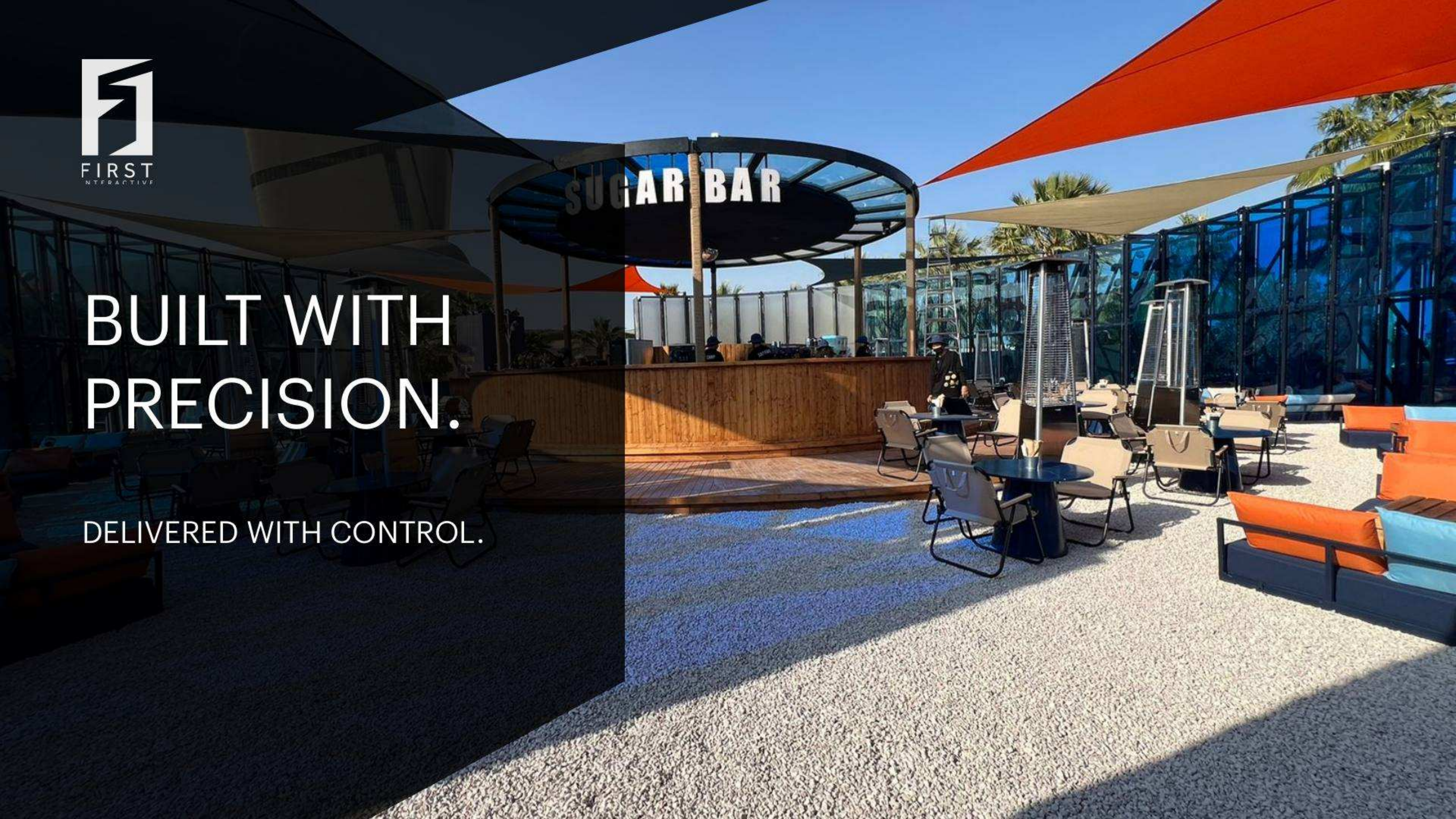
PRECISION MADE VISIBLE.

EXHIBITIONS & EVENTS



BUILT WITH
PRECISION.

DELIVERED WITH CONTROL.





EXECUTION PARTNER

EXECUTION IS WHERE IDEAS BECOME REAL.

First Interactive is a specialist execution and delivery partner for exhibitions, fit-out projects, hospitality spaces, immersive experiences and custom-built environments.

Working from approved designs, we coordinate technical development, fabrication, site construction and handover within one accountable system.



COMPANY SNAPSHOT

A PERMANENT CORE. SCALABLE DELIVERY.

Our permanent team maintains direct control of planning, production and site delivery. For larger projects, we expand through qualified specialist teams working under First Interactive management.

10

YEARS OF
EXPERIENCE

28

CORE TEAM
MEMBERS

03

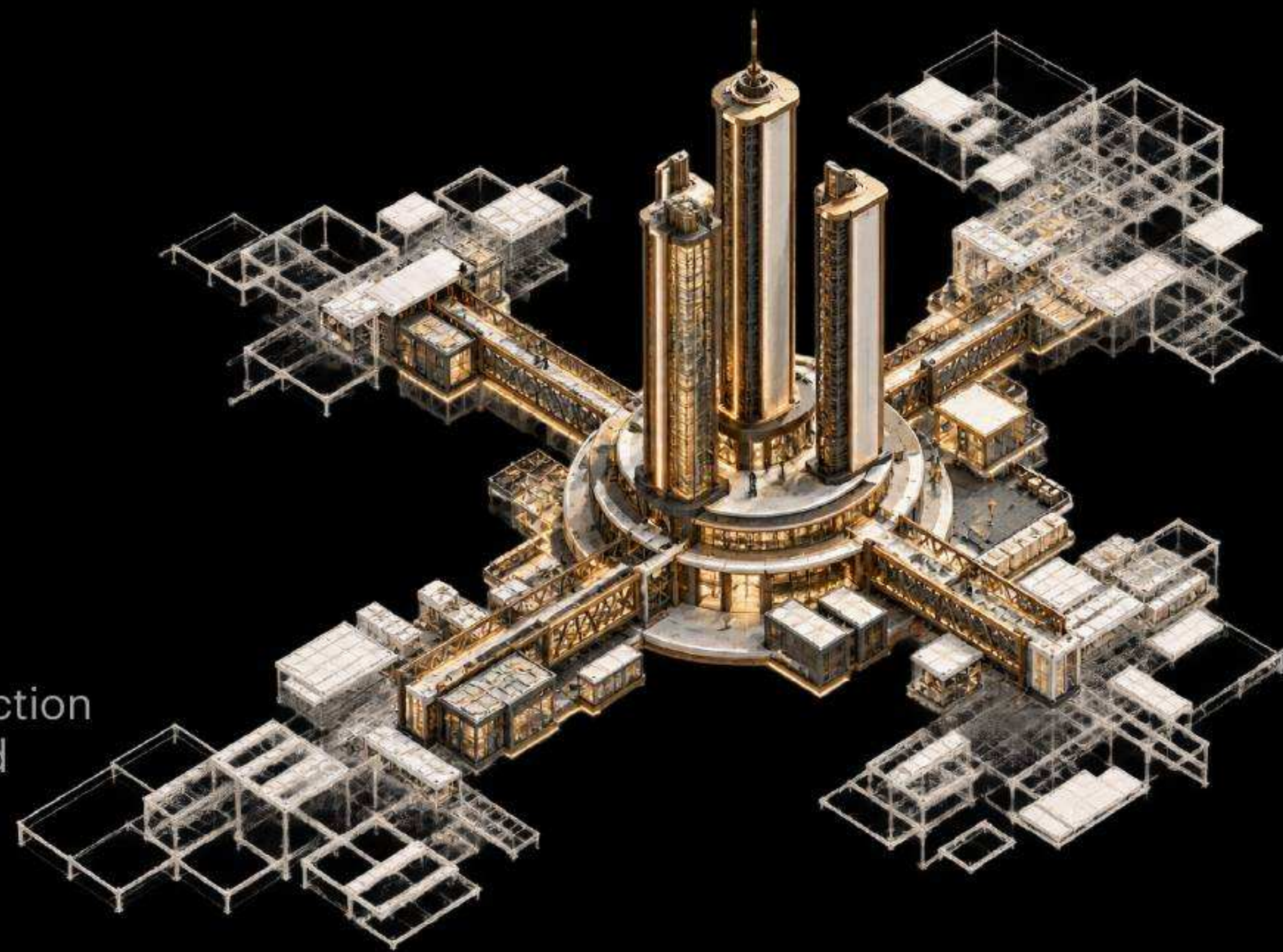
MANAGEMENT
LEADERS

04

SPECIALIST
TECHNICIANS

21

SKILLED SITE
SUPPORT





We turn
Approved
Concepts
Into
Built
Reality



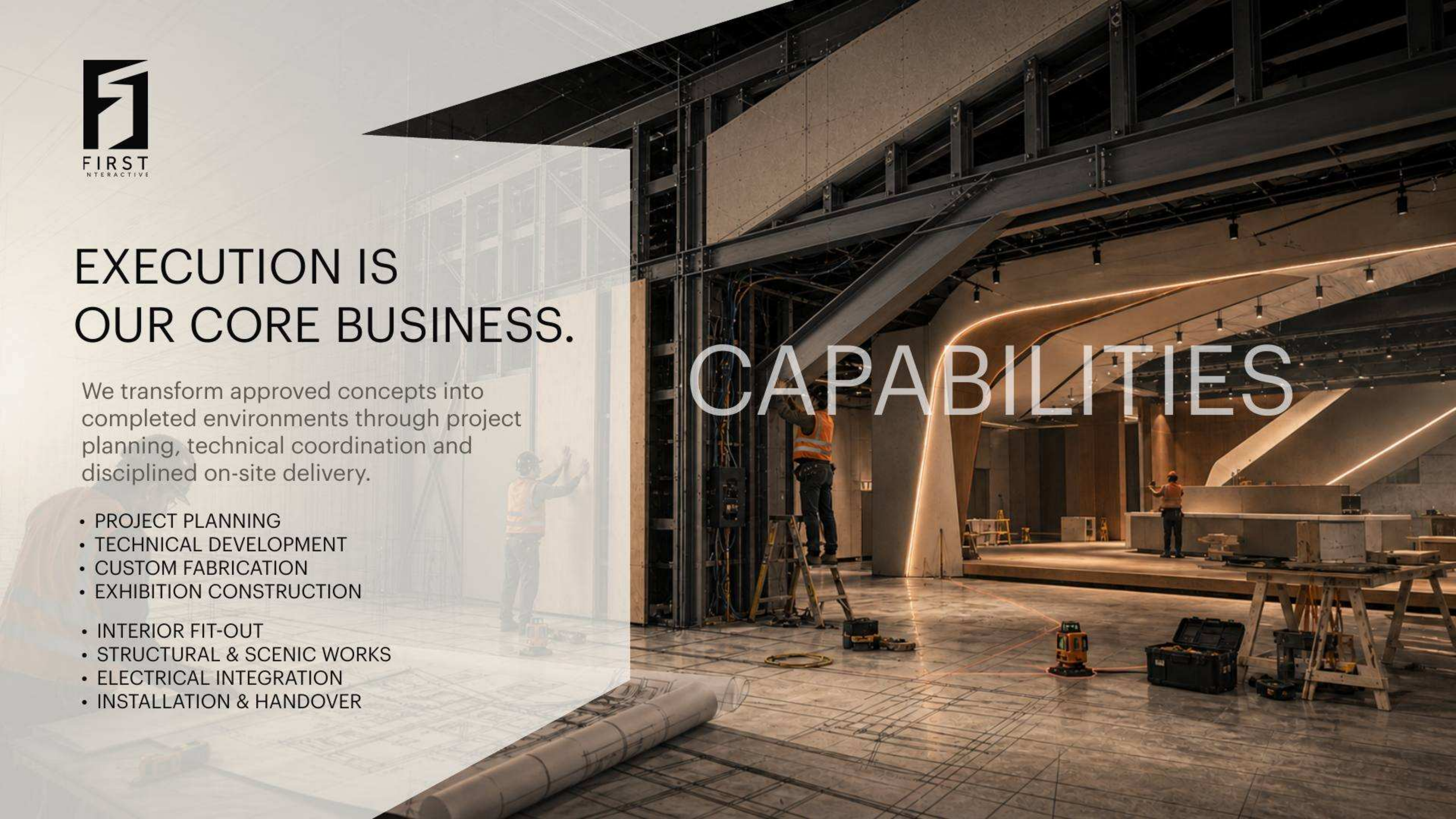


EXECUTION IS OUR CORE BUSINESS.

We transform approved concepts into completed environments through project planning, technical coordination and disciplined on-site delivery.

- PROJECT PLANNING
- TECHNICAL DEVELOPMENT
- CUSTOM FABRICATION
- EXHIBITION CONSTRUCTION
- INTERIOR FIT-OUT
- STRUCTURAL & SCENIC WORKS
- ELECTRICAL INTEGRATION
- INSTALLATION & HANDOVER

CAPABILITIES

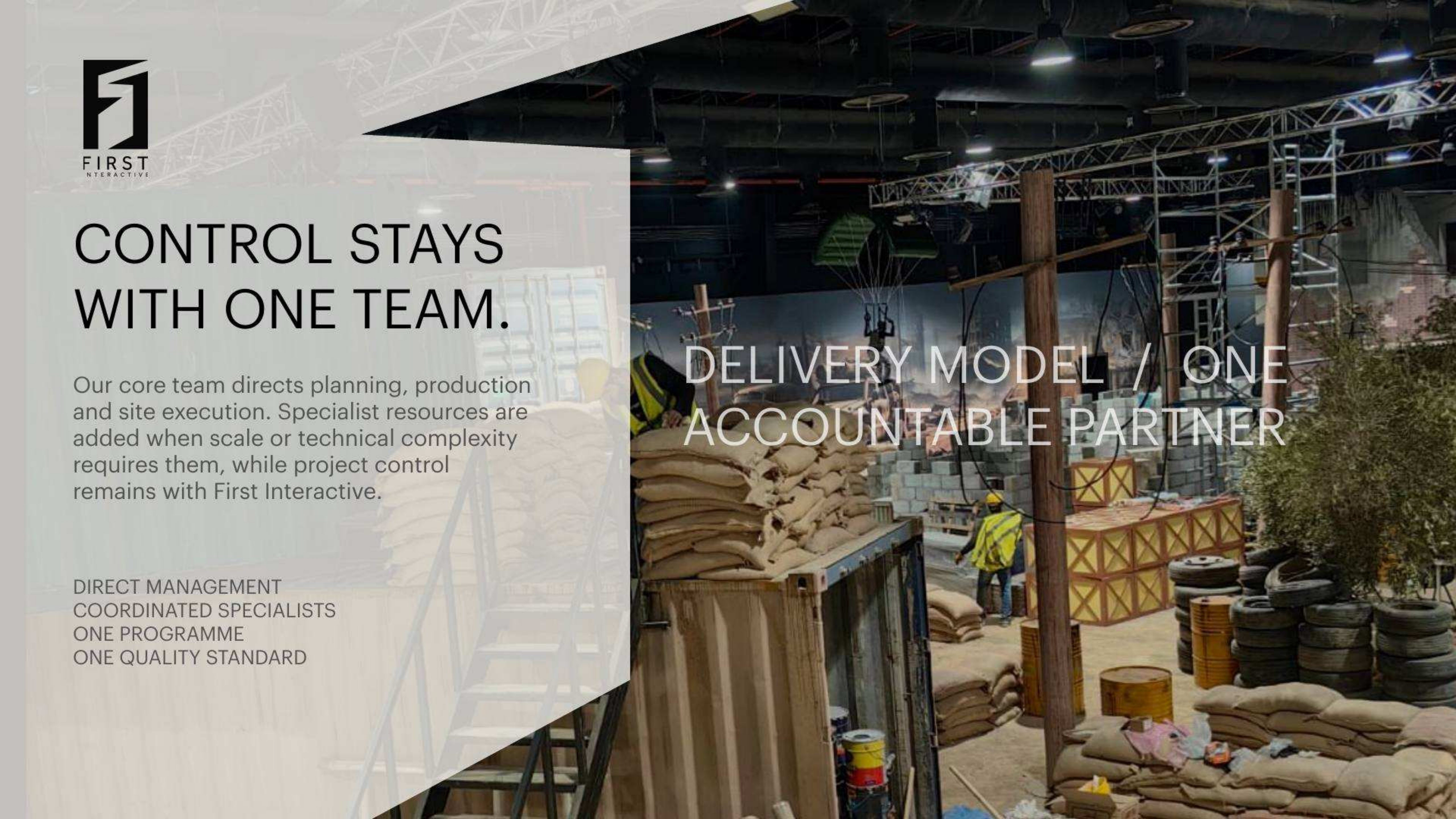




CONTROL STAYS WITH ONE TEAM.

Our core team directs planning, production and site execution. Specialist resources are added when scale or technical complexity requires them, while project control remains with First Interactive.

DIRECT MANAGEMENT
COORDINATED SPECIALISTS
ONE PROGRAMME
ONE QUALITY STANDARD



DELIVERY MODEL / ONE
ACCOUNTABLE PARTNER



SELECTED WORK / PROJECT GROUPS

PROOF LIVES IN THE BUILD.

A richer portfolio of built environments, each presented with a clear role, scope and visual record.

FLAGSHIP CASE STUDIES
HOSPITALITY & EVENTS
EXHIBITIONS & BOOTHS
LARGE-SCALE SITE EXECUTION





CASE STUDY

SALT CAMP × ITHRA

A complete destination, delivered as one spatial system.

FABRICATION / STRUCTURAL WORKS
FIT-OUT / SITE DELIVERY
custom fabrication, structural works and on-site installation across a multi-zone outdoor environment.



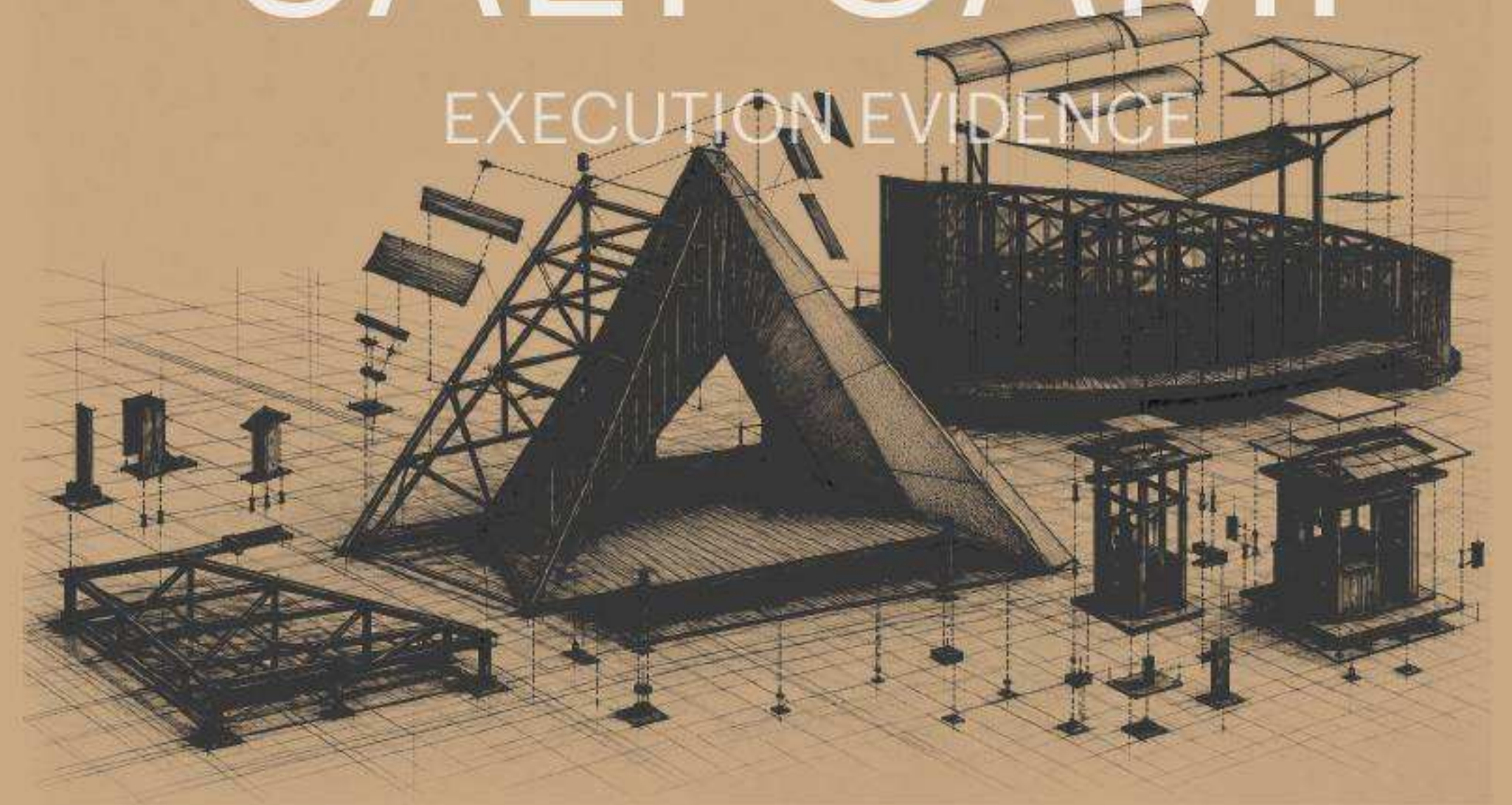


MULTIPLE STRUCTURES. ONE COORDINATED DELIVERY.

Workshop fabrication and site assembly were managed as one continuous delivery process.

SALT CAMP

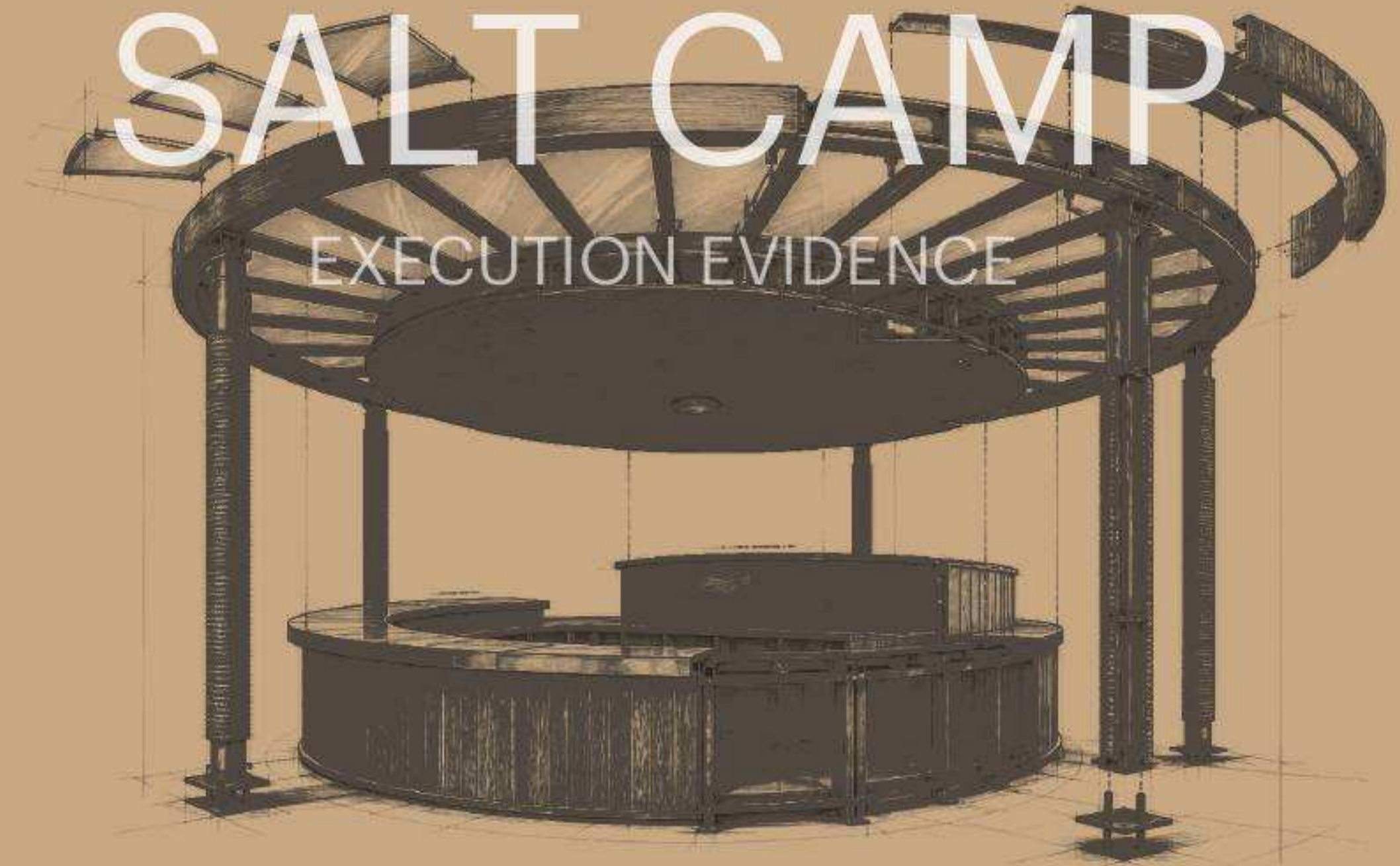
EXECUTION EVIDENCE





A DESTINATION BUILT ACROSS MULTIPLE ZONES.

Guest environments, landmark structures and supporting spaces were delivered as one coordinated destination.





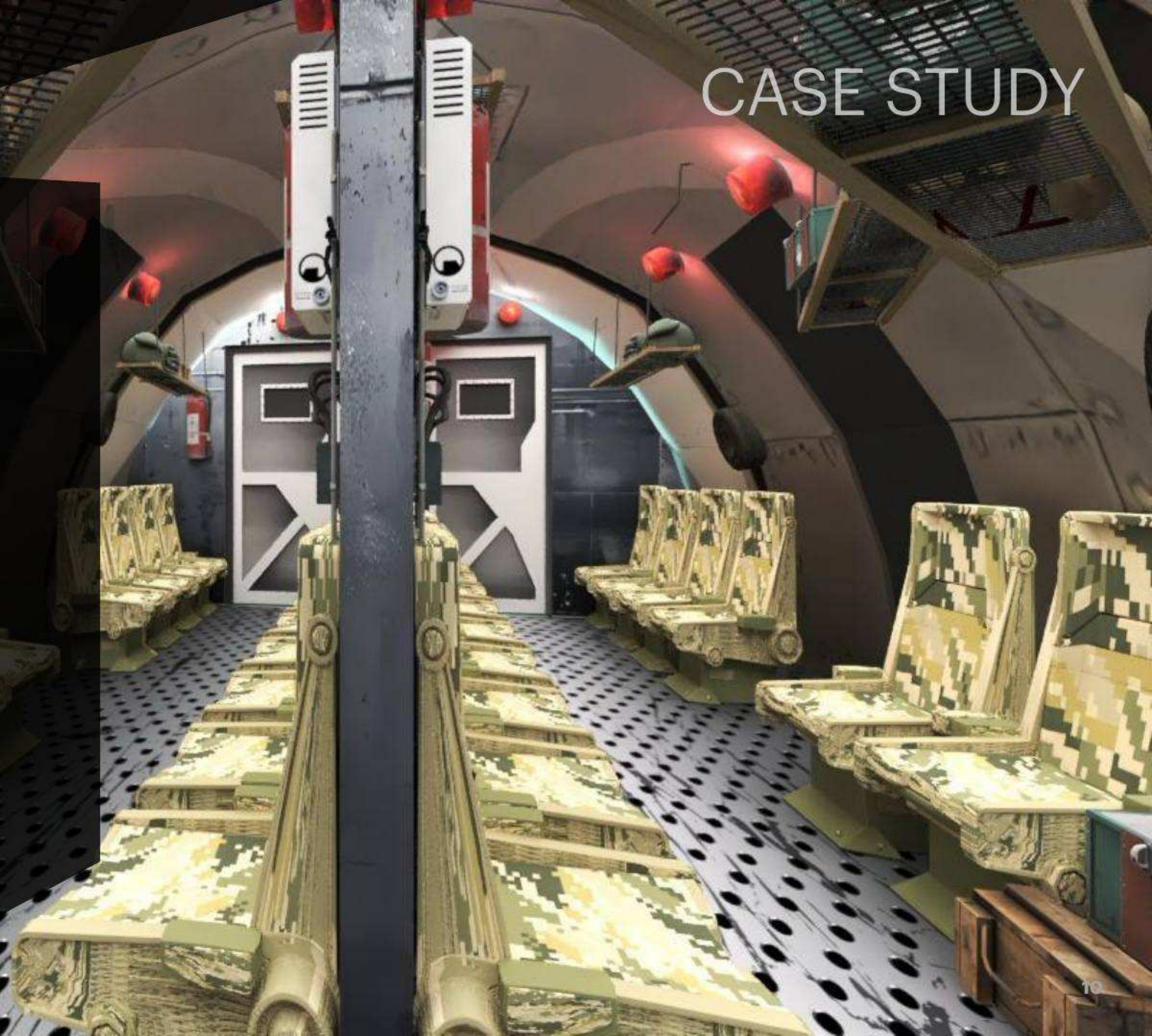
PUBG EXPERIENCE

Complex fabrication, built for immersion.

An approved creative concept translated into a full-scale themed environment through structural fabrication, interior fit-out and coordinated site assembly.

STRUCTURE / THEMED CONSTRUCTION
INTERIOR FIT-OUT / INSTALLATION

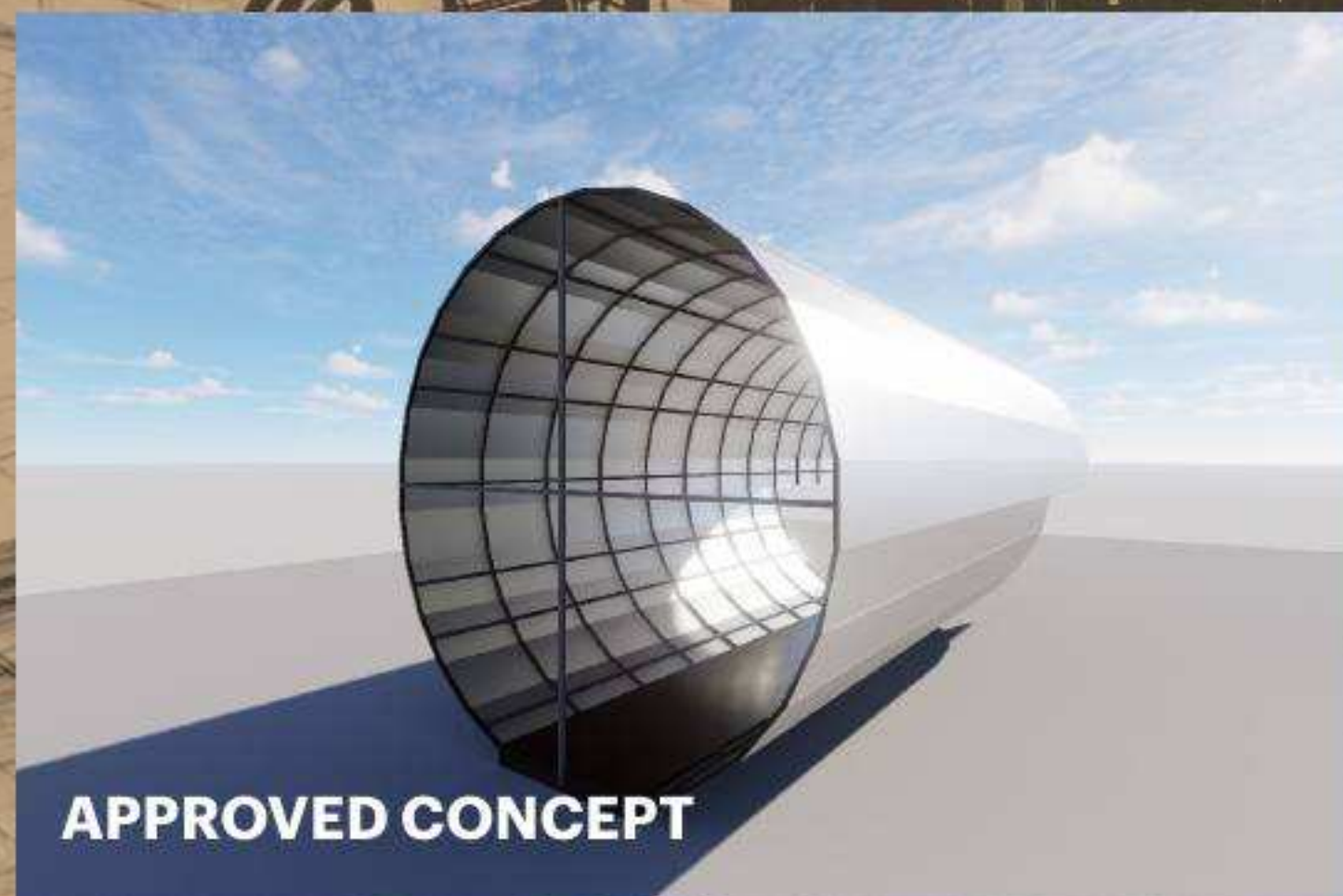
CASE STUDY





THE IDEA WAS UNCONVENTIONAL. THE DELIVERY HAD TO BE CONTROLLED.

Technical coordination connected the approved design, structural form and site requirements before full-scale assembly.





FROM CONCEPT TO BUILD
PUBG EXPERIENCE



IMMERSION DEPENDS
ON THE DETAILS
YOU CAN BUILD.

Built as an experience. Delivered
as a working space.

Form, finishes, themed components and
technical elements were coordinated to make
the completed environment feel convincing at
every scale.

THEMED FINISHES / TECHNICAL DETAIL
INTERIOR DELIVERY

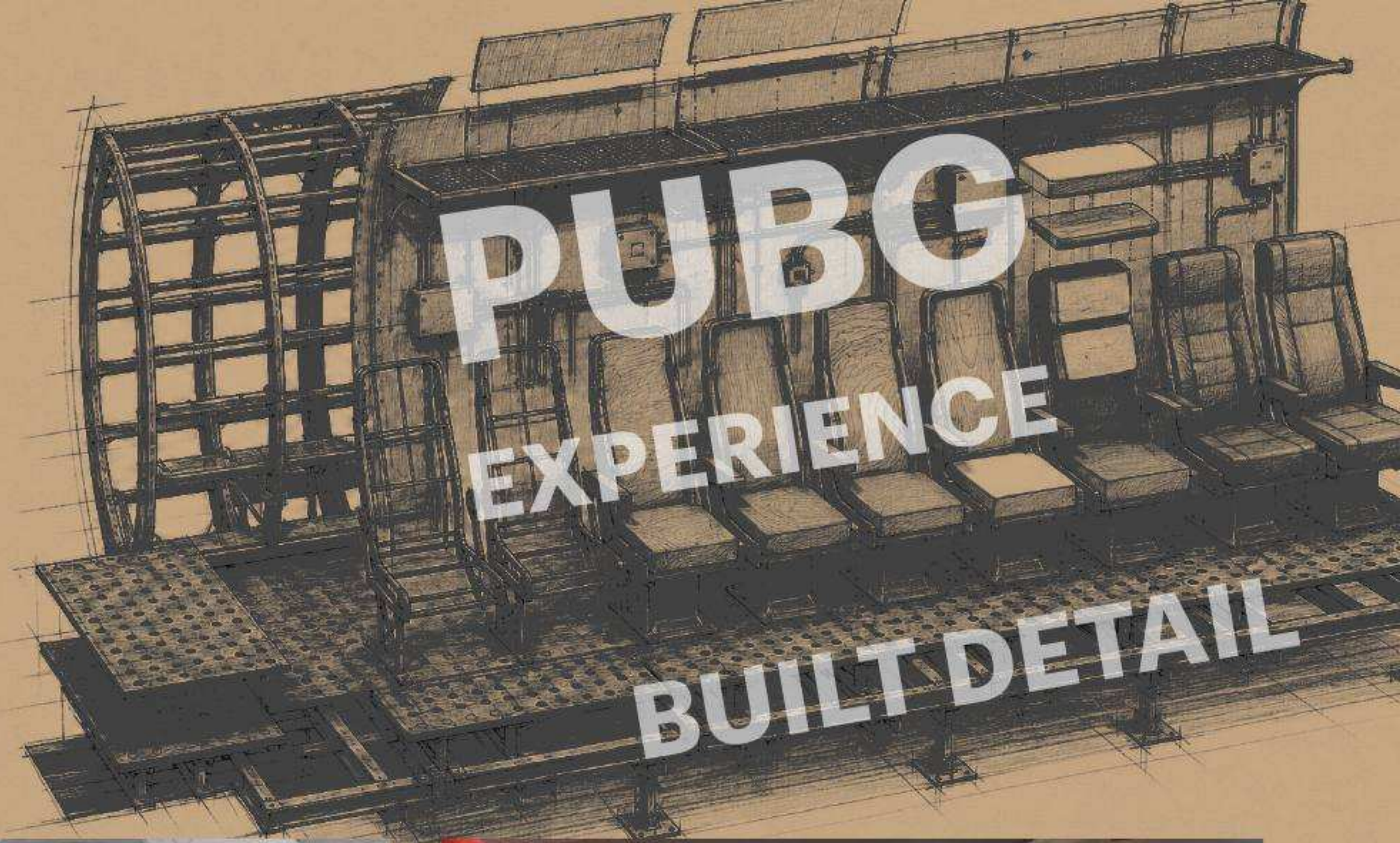
PUBG EXPERIENCE COMPLETION





FULL-SCALE FABRICATION. DETAIL AT HUMAN SCALE.

Technical components, themed finishes and entry details work together to sustain the completed experience.





CASE STUDY

SAUDI CONTEMPORARY ART EXHIBITION

**Precision-built spaces that allow
the art to lead.**

Working within the approved exhibition design,
First Interactive delivered architectural finishes,
display elements and coordinated installation.

EXHIBITION FIT-OUT / DISPLAY ELEMENTS
FINISHES / INSTALLATION





RESTRAINT IS ALSO
AN EXECUTION SKILL.

Clear lines, controlled finishes and carefully resolved display elements support the curatorial experience without visual noise.

SAUDI
CONTEMPORARY
ART EXHIBITION /
DETAIL





GALLERY SPACES THAT LET THE ART LEAD.

Controlled finishes, display walls and spatial transitions create a coherent setting for the curatorial experience.

SAUDI CONTEMPORARY ART EXHIBITION / COMPLETION





CASE STUDY

THE SHIP RESTAURANT

A landmark structure fabricated
beyond convention.

Based on supplied drawings, the ship-inspired structure progressed through formation, fabrication, finishing, assembly and on-site completion.

LARGE-SCALE FABRICATION
STRUCTURAL & SCENIC WORKS
FINISHING / INSTALLATION





AMBITION BECOMES BUILDABLE THROUGH CONTROLLED STAGES.

Structural formation, surface development and final assembly were treated as one connected production sequence.





CASE STUDY

AL AJLAN WEDDING

A large event environment
delivered with visual precision.

Production, scenic elements, lighting
integration and site installation were
coordinated to shape a unified guest
experience.

EVENT PRODUCTION / SCENIC WORKS
INSTALLATION / FINISHING





SCALE, LIGHT AND DETAIL WORKING AS ONE.

A layered event setting coordinated across stage, ceiling, lighting and guest-facing finishes.





GRANDEUR, GIVEN FORM



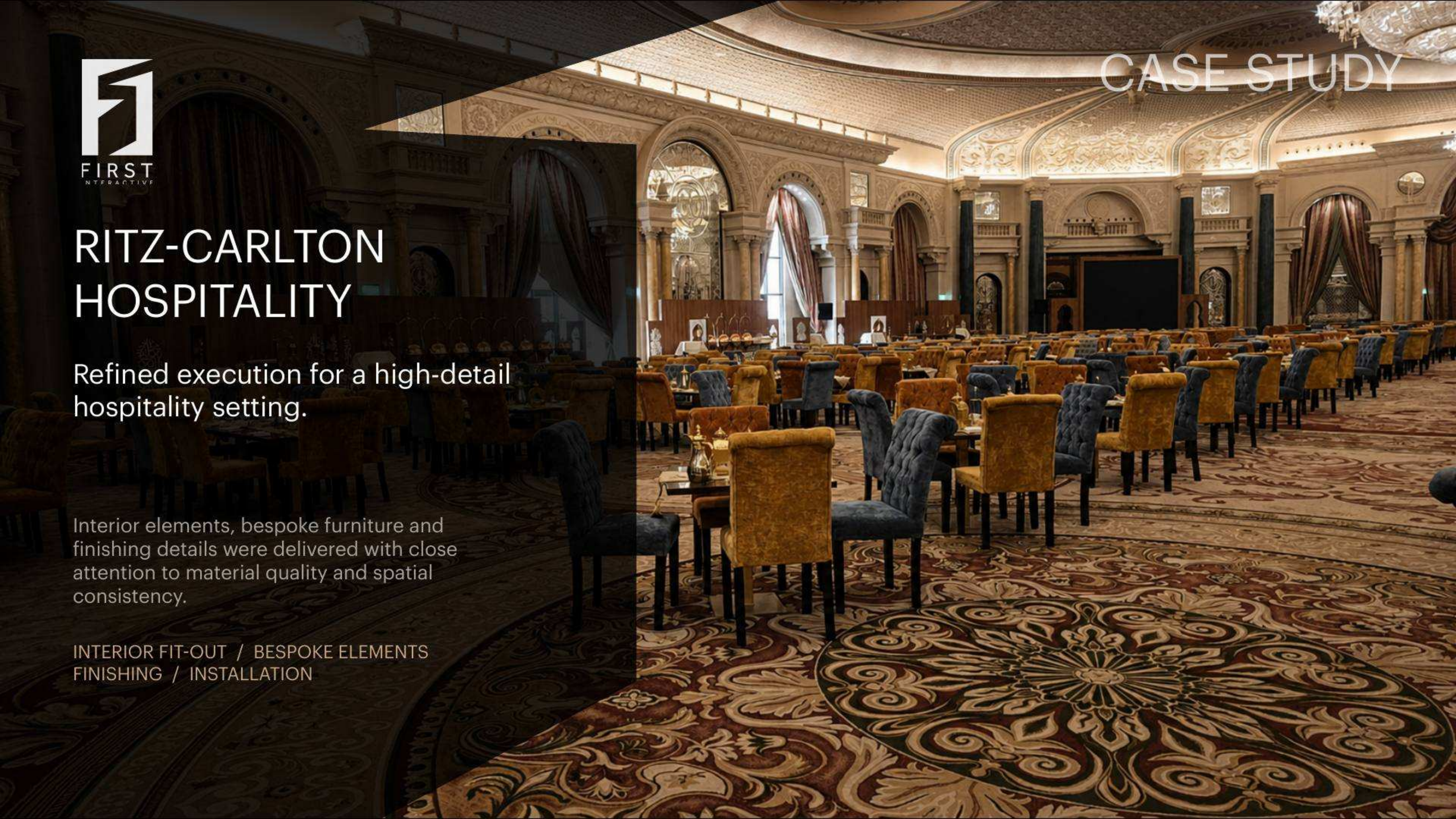
CASE STUDY

RITZ-CARLTON HOSPITALITY

Refined execution for a high-detail
hospitality setting.

Interior elements, bespoke furniture and
finishing details were delivered with close
attention to material quality and spatial
consistency.

INTERIOR FIT-OUT / BESPOKE ELEMENTS
FINISHING / INSTALLATION





CRAFTED AROUND MATERIAL AND COMFORT.

Bespoke elements and completed hospitality spaces demonstrate control at both room and furniture scale.





F
FIRST
INTERACTIVE



THE
SET STANDARD

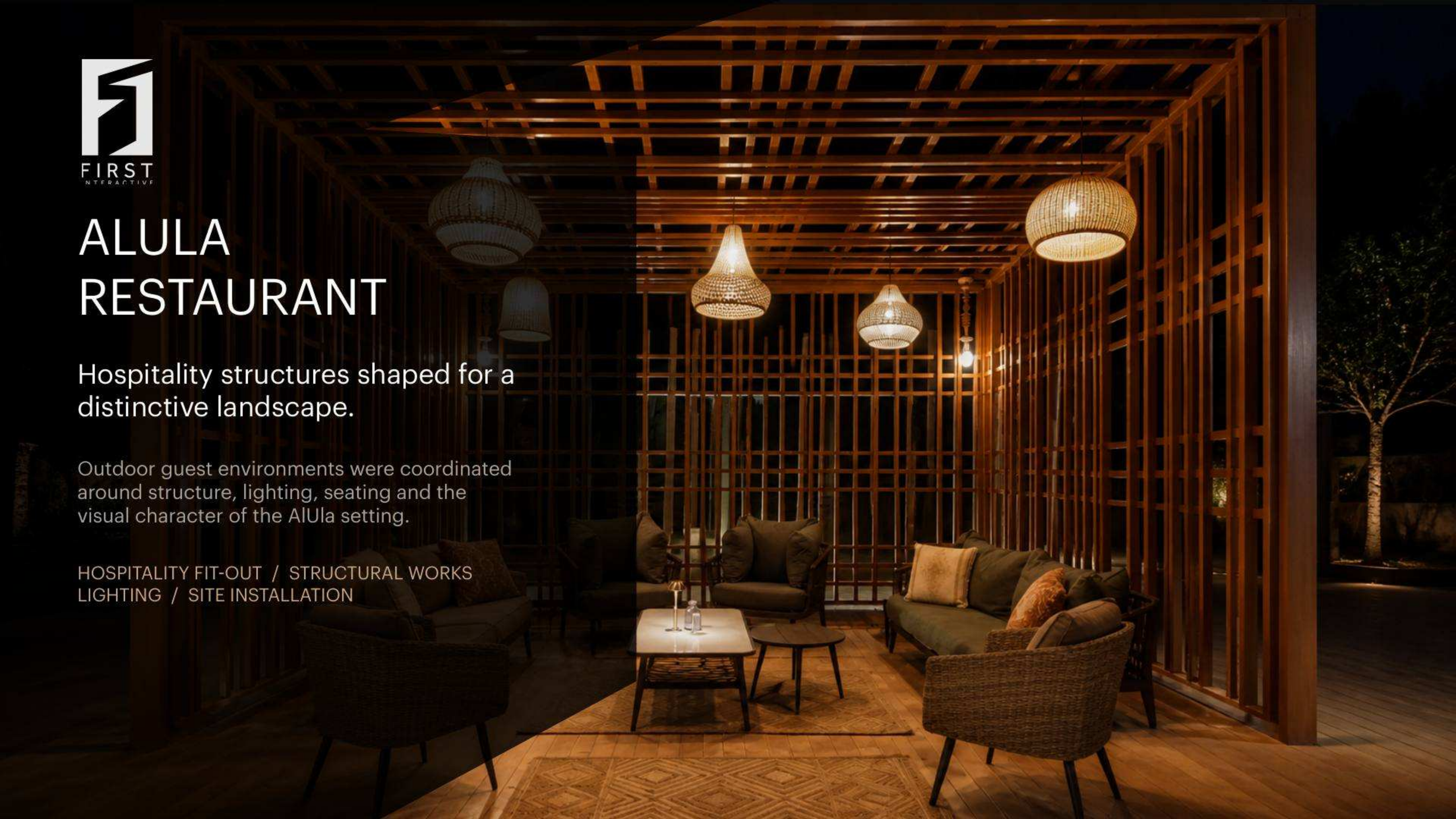


ALULA RESTAURANT

Hospitality structures shaped for a
distinctive landscape.

Outdoor guest environments were coordinated
around structure, lighting, seating and the
visual character of the Alula setting.

HOSPITALITY FIT-OUT / STRUCTURAL WORKS
LIGHTING / SITE INSTALLATION





DELIVERED IN DIALOGUE WITH THE LANDSCAPE.

Lighting, shelter and seating come together as a coherent hospitality environment after dark.



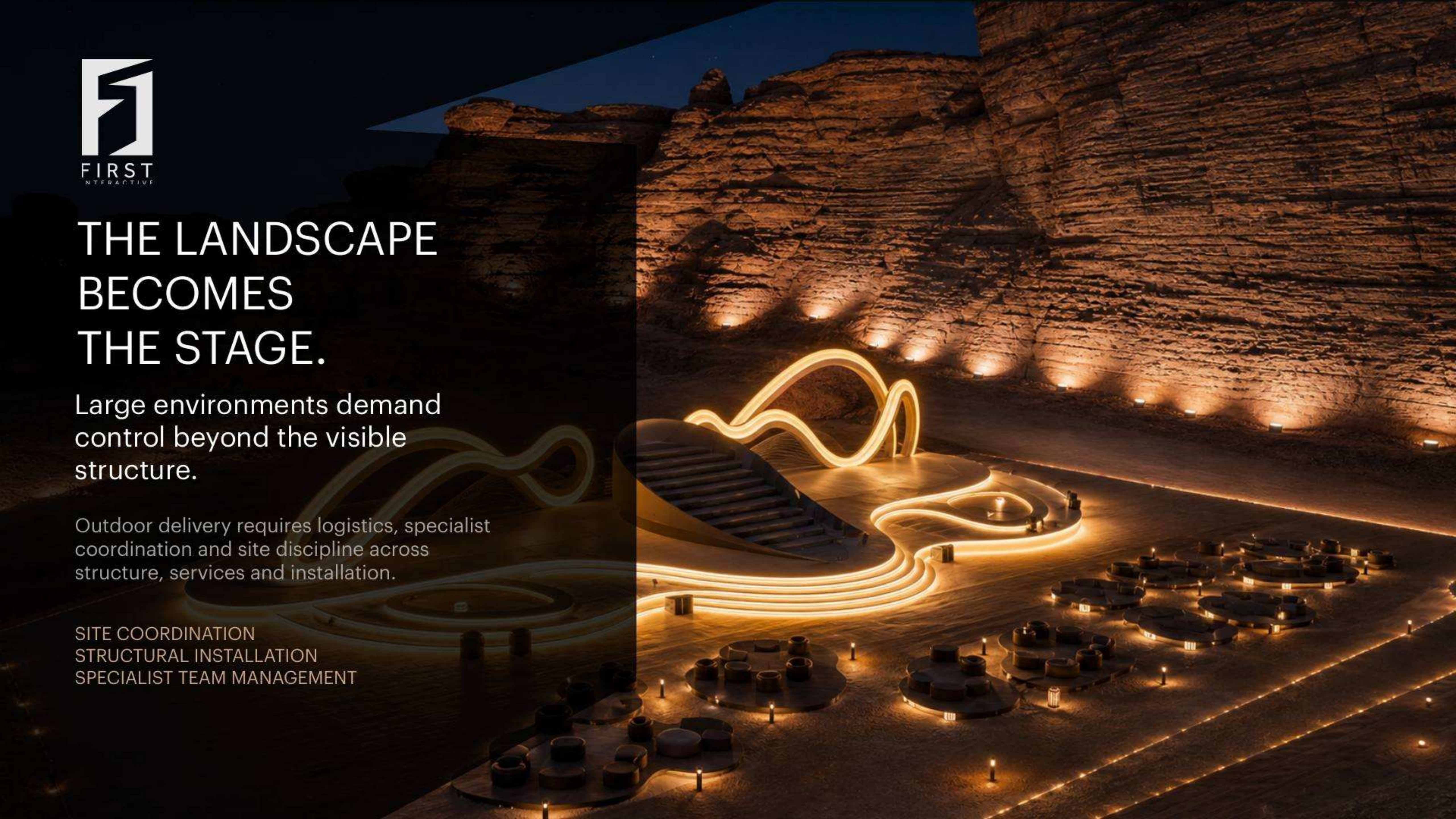


THE LANDSCAPE BECOMES THE STAGE.

Large environments demand control beyond the visible structure.

Outdoor delivery requires logistics, specialist coordination and site discipline across structure, services and installation.

SITE COORDINATION
STRUCTURAL INSTALLATION
SPECIALIST TEAM MANAGEMENT





ALULA

THE DESERT WAS ALREADY PERFECT.
EVERY DETAIL HAD TO BE WORTHY OF IT.



DERAAH / BRANDED ENVIRONMENT

BUILT
THE
WORLD

BEHIND
THE
CAMPAIGN



BUILT FOR BRANDS. PLANNED FOR AUDIENCES.

A varied portfolio of exhibition environments delivered around identity, visitor flow, technology and fast installation.





ONE DISCIPLINE. MULTIPLE BRAND LANGUAGES.

Each booth is adapted to its brand, audience and technical requirements while maintaining controlled site delivery.





DESIGN CAPABILITY, WHEN THE PROJECT REQUIRES IT.

A concept and visualization study demonstrating the ability to develop a branded exhibition environment before execution.



CONCEPT / VISUALIZATION

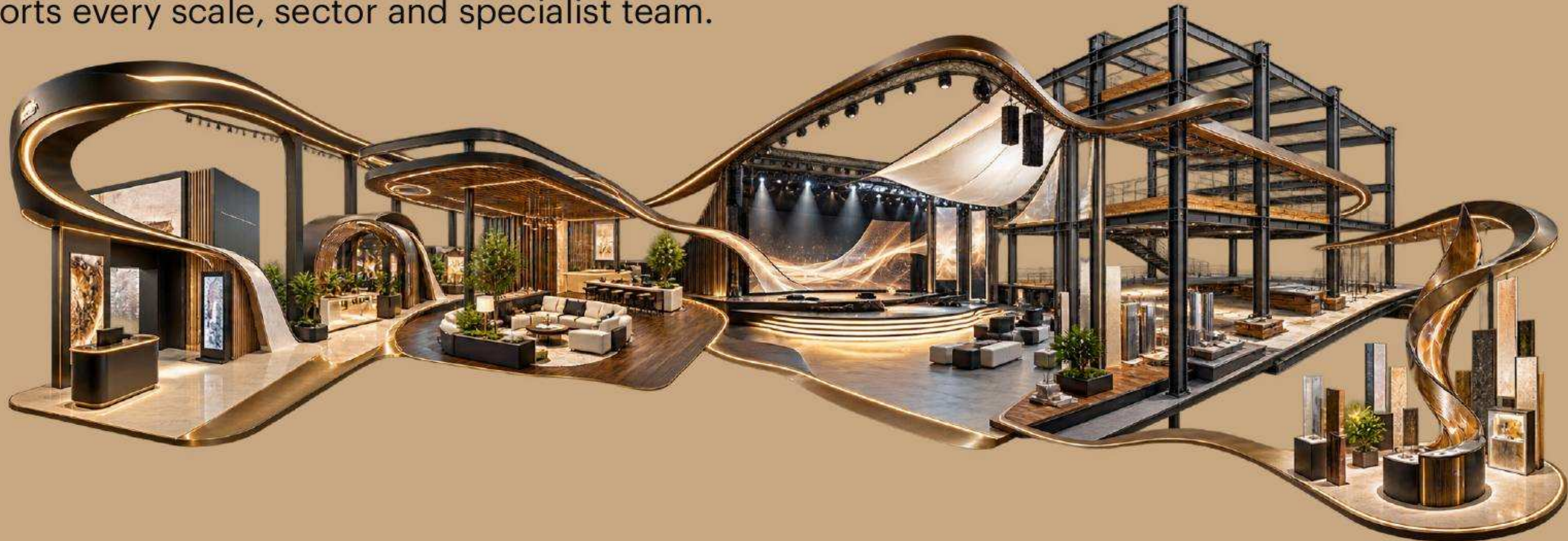


PORTFOLIO / EXECUTION ACROSS SECTORS

ELEVEN PROJECT GROUPS. ONE EXECUTION STANDARD.

From approved concept to handover, the same control system supports every scale, sector and specialist team.

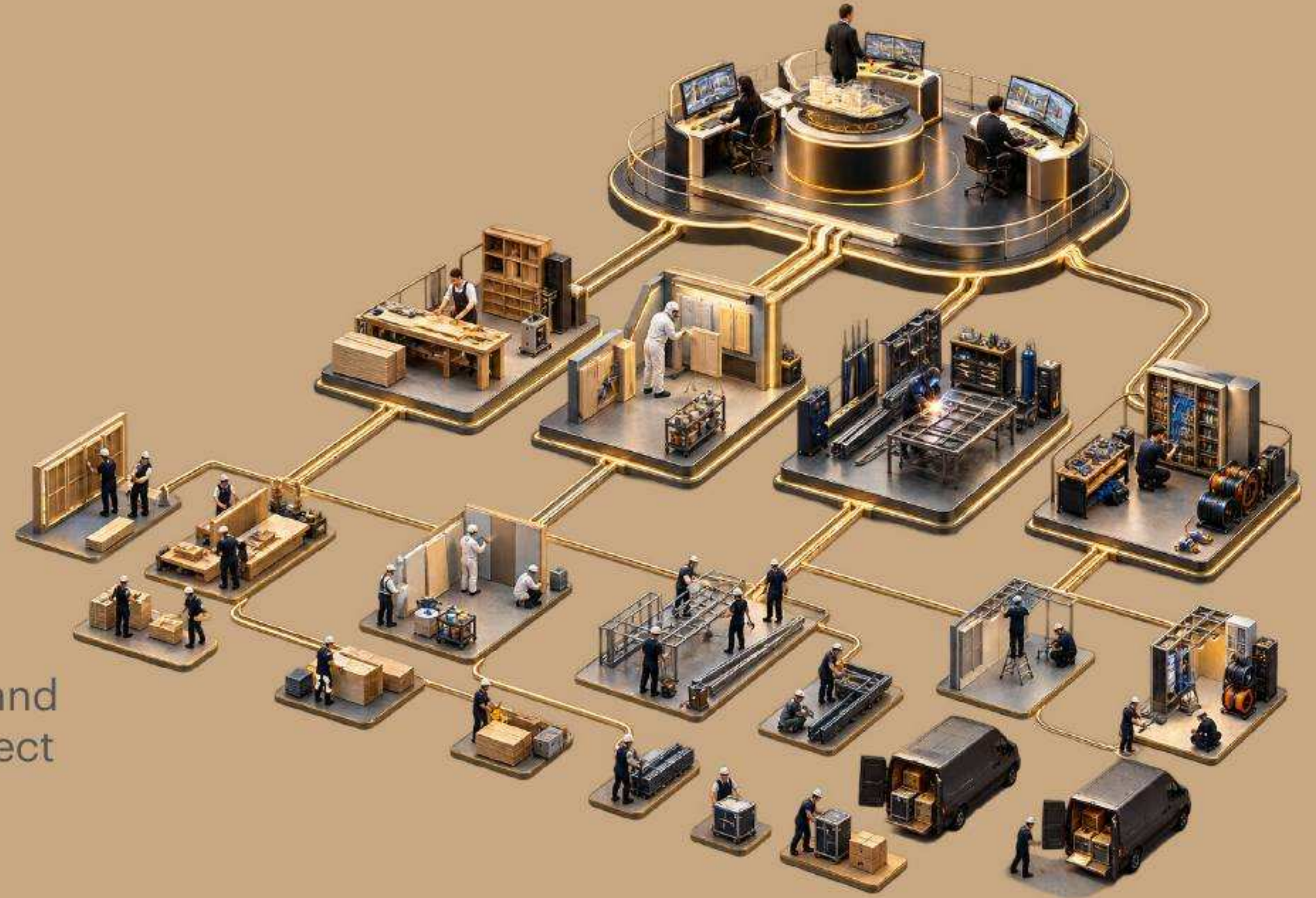
EXHIBITIONS & BOOTHS
HOSPITALITY & FIT-OUT
EVENTS & IMMERSIVE
ENVIRONMENTS
STRUCTURAL & SCENIC EXECUTION





A CORE TEAM THAT STAYS ACCOUNTABLE.

Responsibility is anchored in a permanent management and execution team, with specialist capacity added under direct supervision when required.



03 MANAGEMENT

General Manager
Project Manager
Factory Manager

04 SPECIALIST TECHNICIANS

Carpentry
Painting
Metalwork
Electrical

21 SKILLED SITE SUPPORT

Permanent execution support,
expanded through managed
specialist teams for large-scale
delivery.



HOW WE DELIVER

ONE CONTROLLED PATH FROM APPROVED DESIGN TO HANDOVER.

Each stage creates the information, decisions and control required by the next.

01 REVIEW

Approved design, scope and site requirements

04 FABRICATE

Controlled workshop and specialist production

02 COORDINATE

Buildability, materials and technical interfaces

05 INSTALL

Managed site execution and trade coordination

03 PLAN

Programme, resources and production sequence

06 HAND OVER

Completion, inspection and final delivery



BUILT WITH PRECISION. DELIVERED WITH CONTROL.

Let's turn the approved
concept into built reality.

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