

THE DISTRICT EVENT

EVENT PROPOSAL 2020 - 2021



فندق الخوزامة
HOTEL
AL KHOZAMA



Welcome Message

The concept behind The District Al Faisaliah is to be introduced as the hub of a gathering point for families & friends with 4 different Zones designed in an attractive way to provide a limitless experience for the guest to enjoy the environment and spend an entertaining time in The District.

AL FAISALIAH TOWER

Why The District

The District is an area that is characterized by a particular feature or activity, and that reflects the concept of The District Al Faisaliah where it has multiple zones that provides different themes, activities and experiences.

One day your life will flash before your eyes. Make sure it is worth watching



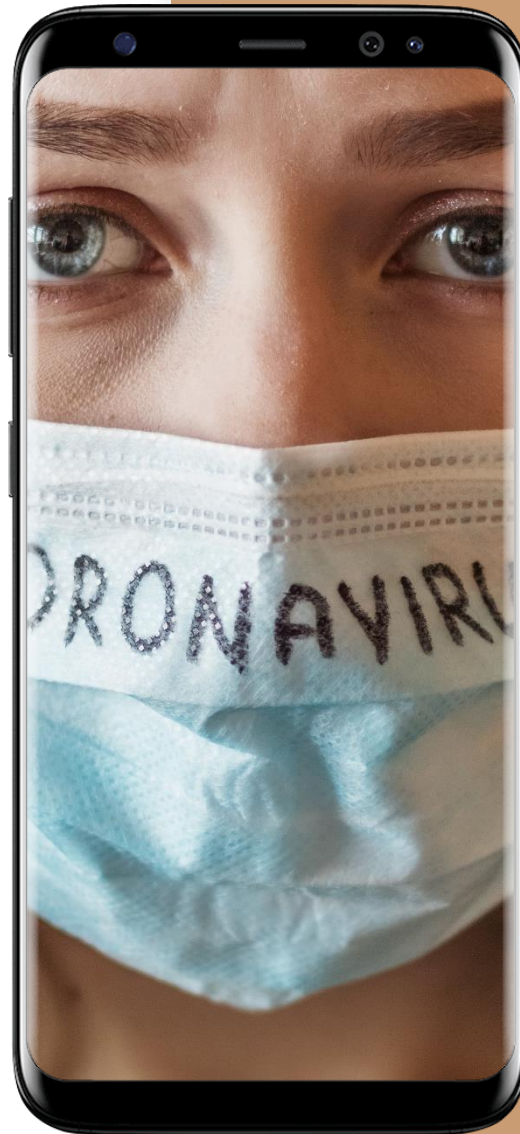
The District Event Identity

A goal is a dream with a vision

Our Idea is create something presents the name of the renovation project, Al Faisaliah Tower & Al Khuzama Hotel uniquely elegantly.

COVID-19

Following up all instructions of GEA and the government and ensure that every employee who is working at that place are followed by this instructions and wearing the masks all the time



- Upon entry, all attendees will be examined
- Sterilizers will be distributed throughout the place
- Upon completion of the reception, our team directs them to the event
- Ensure that all items are sterilized upon completion of the activity
- The place is sterilized before and after the event
- Each place will be equipped to receive 50 people
- Spacing between tables and between chairs is considered as per the instructions

The District Zones

The idea of the 4 Zones is to provide different experiences & views to attract our targeted audience in a way suits their interest.



Zone 1: Al Faisaliah VIP Garden

Zone 2: Al Khuzama Hotel

Zone 3: Street Food Festival

Zone 4: The Corporate Offering

Al Faisaliah Garden

Luxurious outdoor seating and gathering area



Mission One

Enjoy the environment that will be created on an entertaining execution

01



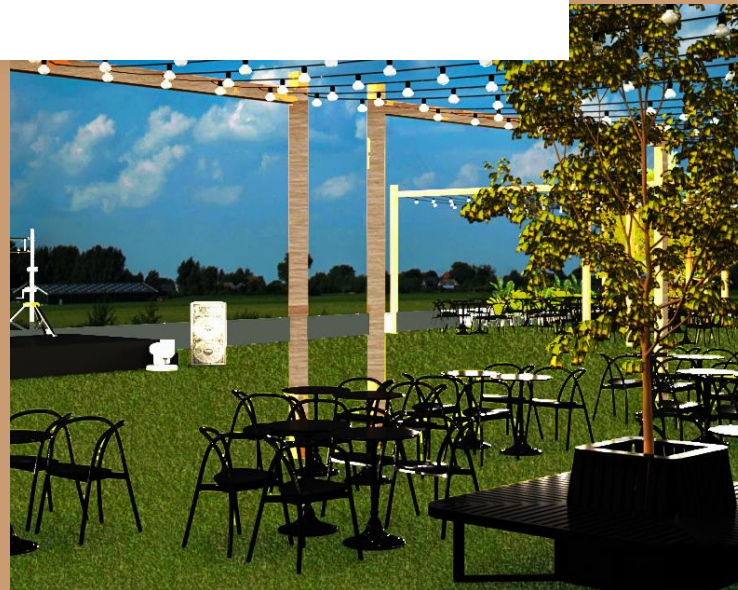
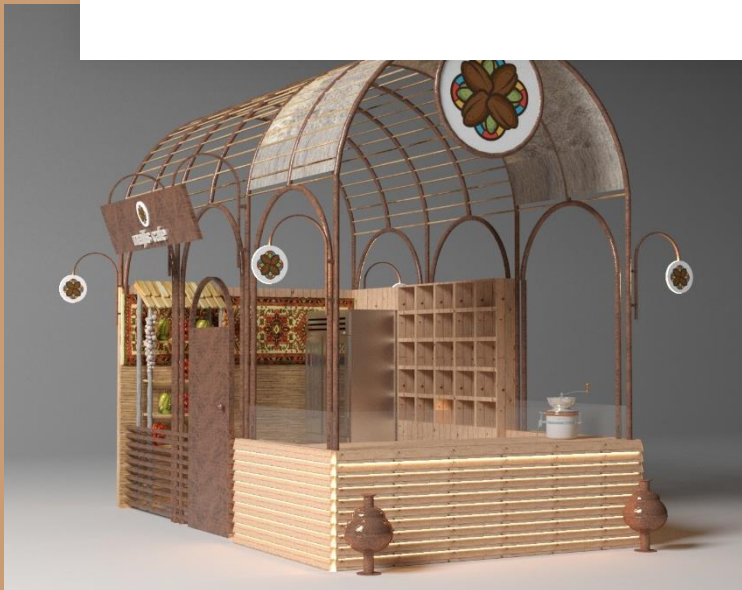
Mission Two

Address event at Al Faisaliah Garden that offer musical environment & food offering

02

Event Details

Al Faisaliah Garden have been designed luxuriously for the fine seekers to enjoy an unmatched experience with musical melodies surrounding the Garden along with the opportunity to browse the cloths and accessories goods as well as some delicious F&B to taste.



Event Details

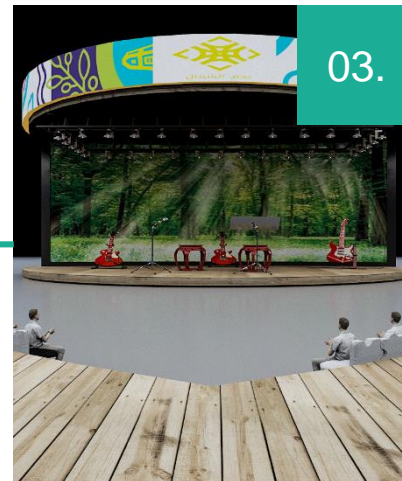
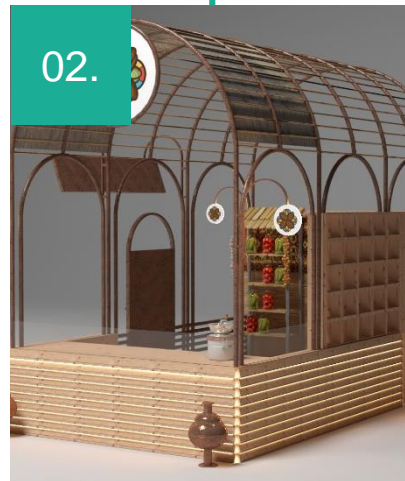


Decoration

Utilizing Wood in all decoration with small lantern lights hangs all around

Booth

Food, cafes, concept stores all made from wood in a very luxurious design



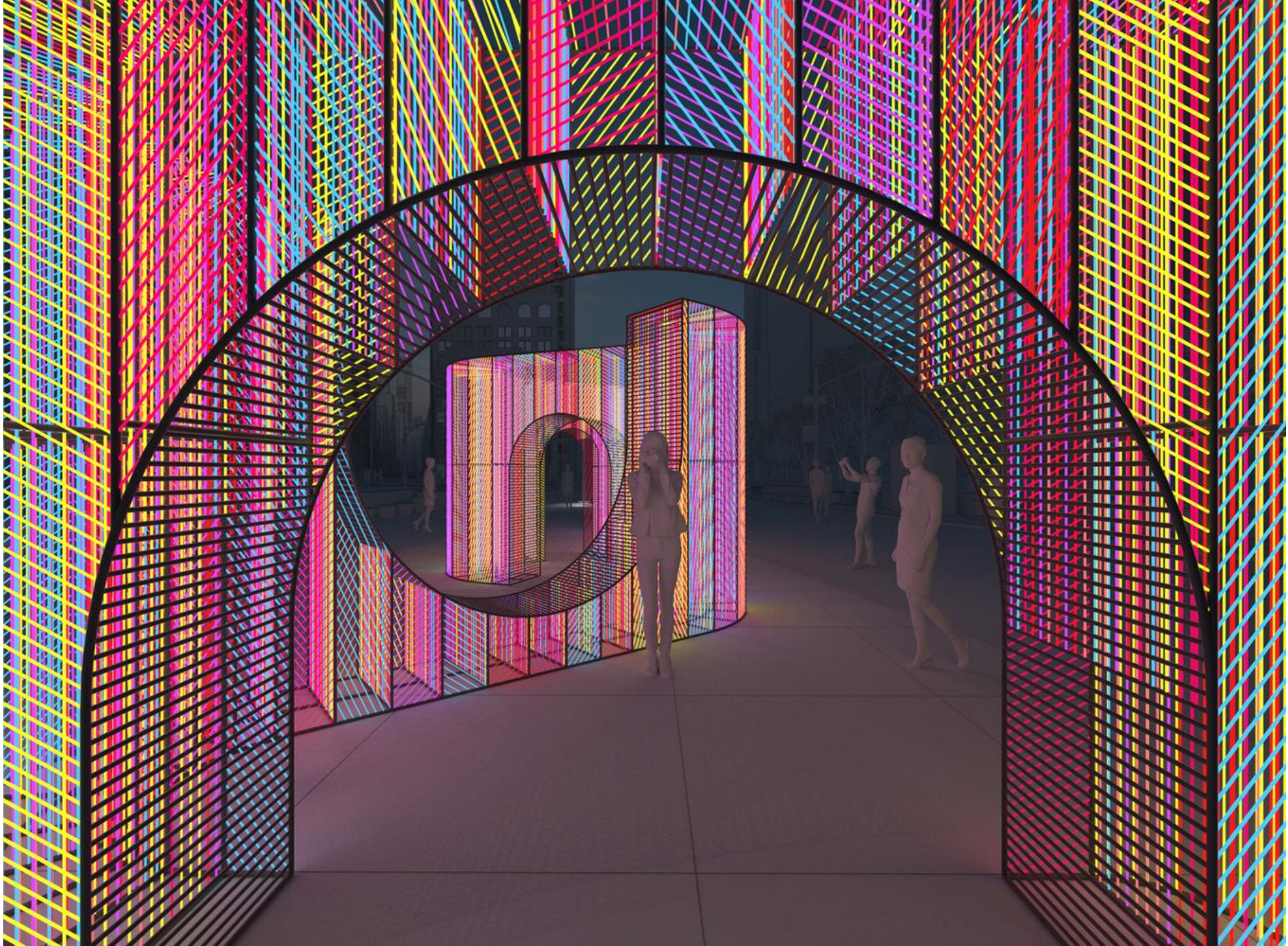
Stage & photo corner

We will have different corners for people to enjoy taking photo for
Wood theater stage which can fit for 300 people

Entrance Option 1



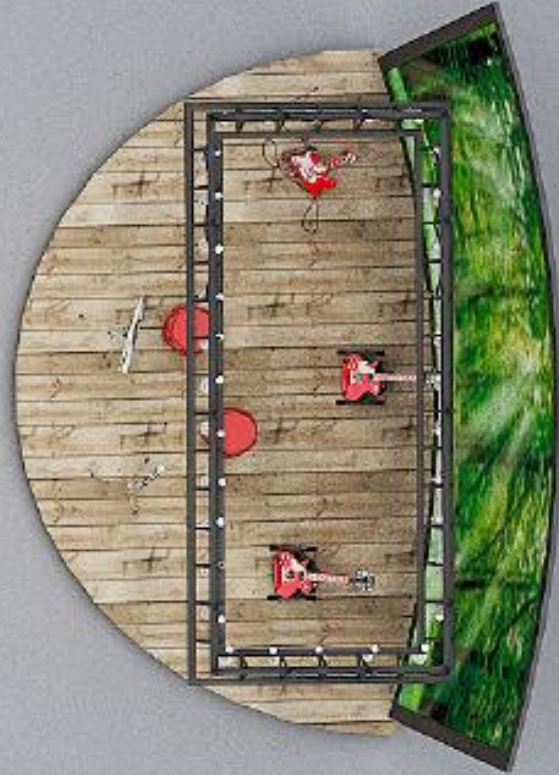
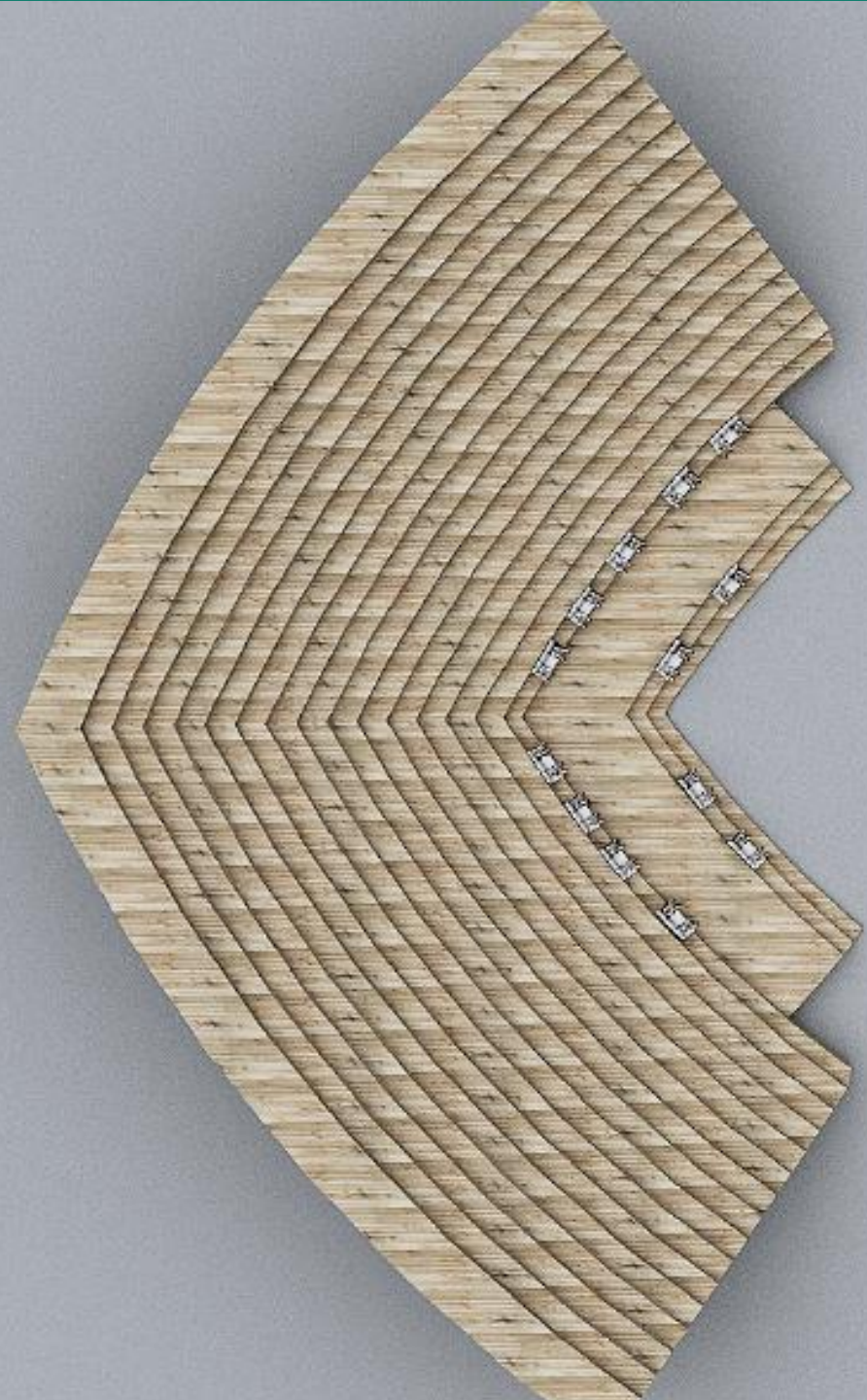
Entrance Option 2







**STAGE
Option 1**



**STAGE
Option 2**



SEATING AREA



Tree Design



Covid-19 Tables



Family Seating Area



Swing seating

Al Khozama HOTEL

A last chance indoor & outdoor Event

In Al Khozama Hotel Zone guest will have a last chance event in the most famous gathering point for Riyadh citizens and live the memories again; nevertheless, there will be an indoor & outdoor areas that has food offering , entertaining & musical performances.

INDOOR DECORATION

Utilizing lights, glass entrance and interactive technology to enhance the visitors experience and let catch the moments



ENTRANCE





INDOOR ACTIVITIES

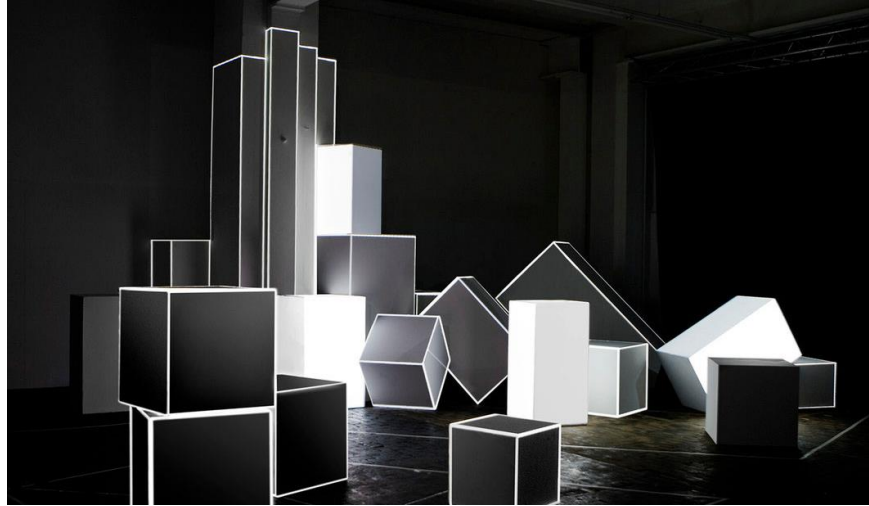


PHOTO BOOTH

Paying attention to simple little things that most men neglect makes a few men rich

The most dangerous poison is the feeling of achievement.
The antidote is to every evening think what can be done better.



ART GALLERY

OUTDOOR District











OVERALL District PLAN

STREET FESTIVAL

01

Cafe

Local brands who has experiences in events (المواسم)
Target number 10 cafes

02

Food & Beverages

Local brands who has experiences in events (المواسم)
Target number 15

03

Street Performers

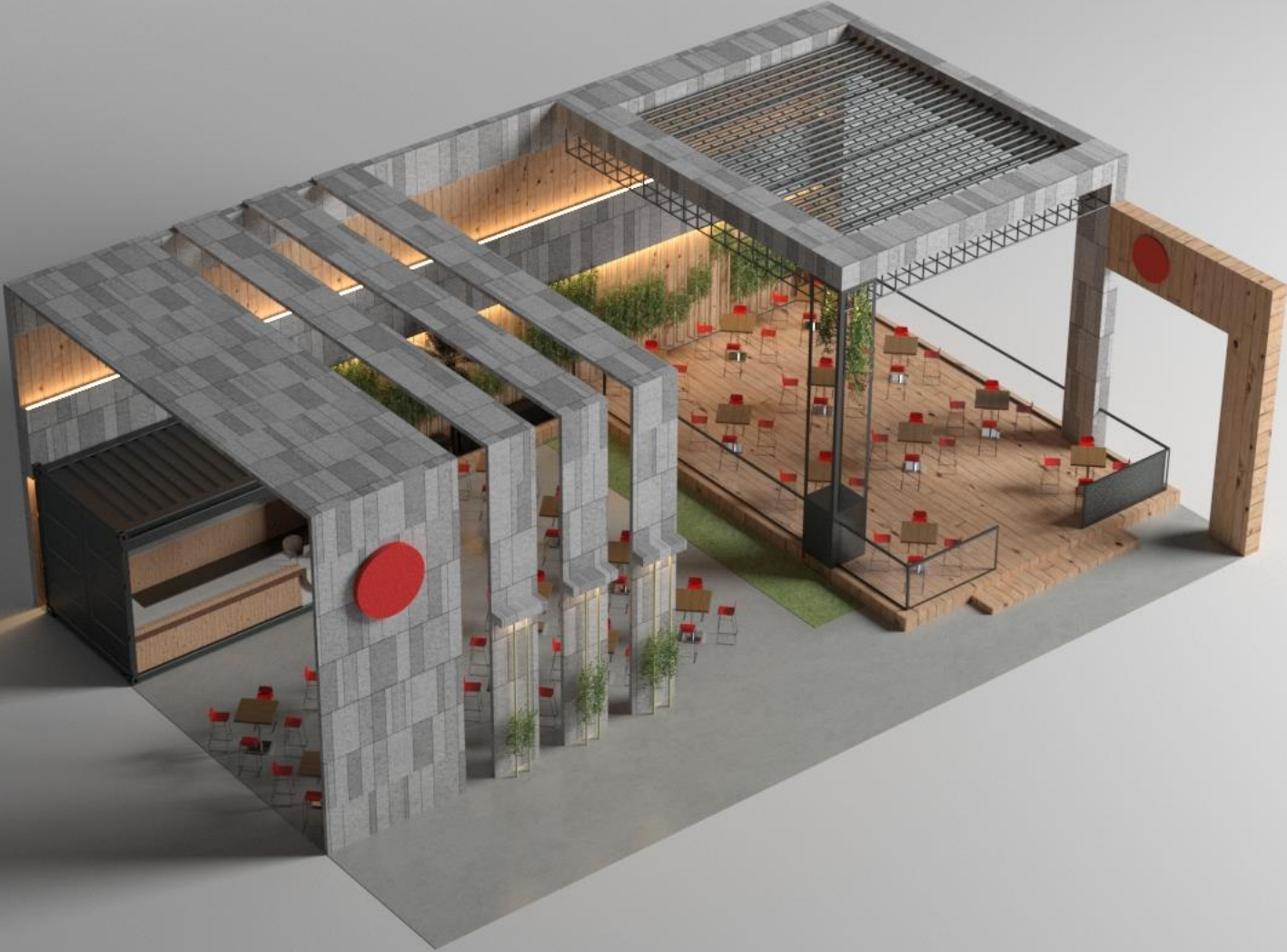
Art, music, fire show,
acrobat shows, magicians,
Special Shows

04

Items Stores

Saudi brands which are famous in social media and located in concept stores

As a winter street food festival there will be a famous F&B brands offering their tasty dishes for guests to gather and have multiple choices of famous food providers while enjoying the music beats around the Zone.



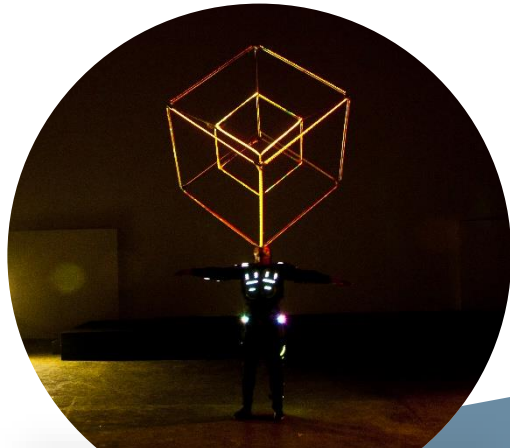








Street Performers



Special Shows



Sand performers



Acrobat and BMX



MAGICIAN

THE YARD

This Zone will be the meeting point for most of the employees around Al Faisaliah which will create more engagement and break the ice amongst the employees while having their break and after hour gathering to enjoy a special type of food prepared by highly recommended Food Trucks & Pop Ups.

A Corporate Employees outdoor Zone







OVERALL District PLAN



coffee shop zone

street food zone

sheshah zone

vr zone

food truck zone

kids zone





Musical Bands

Reflecting the atmosphere of the distracts areas as the following:

- Jazz Music (Al Faislyah Garden)
- Live New generation Arabic & foreigners bands (Al Faisalyah Garden + Al Khuzama)
- DJ (festival food + Foodtrucks)
- Live music performing (Street festival)
- Local traditional bands (Al Khuzama)



F&B CATEGORIES & BRAND



Asian selection

Nozomi – B.F Changes



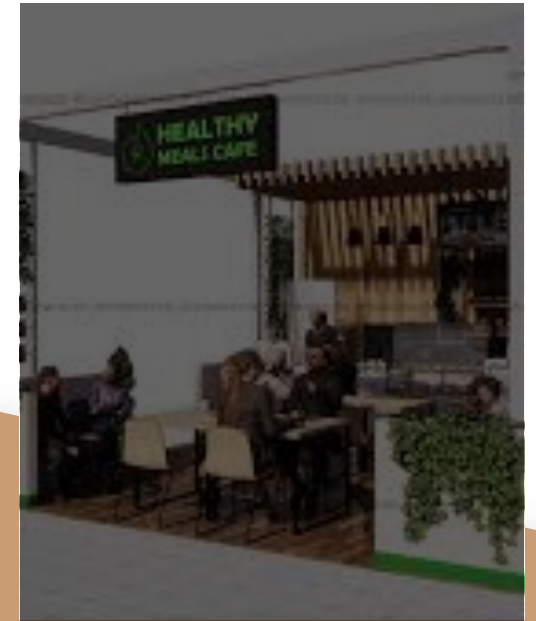
American selection

SALT, Parkers



CAFÉ

Kiosks cafes, Earth café,
half million



Healthy food

Motion café, Lean meal

Thank You