



Brief

The client's challenge was clear: create a showstopping exhibition stand that would instantly captivate and immerse delegates in the groundbreaking vision of the Neom project. The stand needed to convey scale, innovation, and ambition while engaging visitors through dynamic storytelling, interactive technology, and unforgettable visual experiences.

Solution

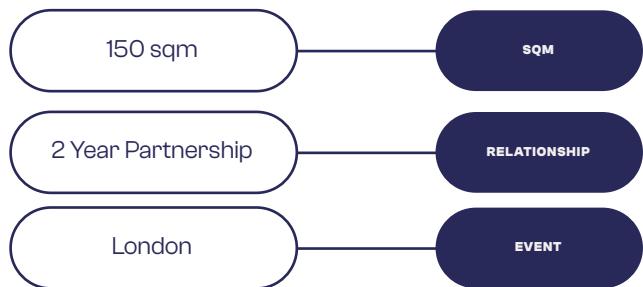
We delivered an immersive environment featuring over 1,000 screens, including 168 suspended from the ceiling. Each display was carefully choreographed to sync seamlessly, highlighting Neom's diverse regions and future-forward developments. Digital content was centrally managed, ensuring real-time updates and flawless performance. The result was a fully interactive, sensory-driven exhibition experience.



Result

The installation generated significant buzz, with footfall consistently high throughout the event. Visitors praised the stand's innovation, energy, and captivating design, aligning perfectly with Neom's brand ambition.

The experience not only created memorable impact but also drove measurable results, producing overwhelmingly positive feedback and a marked increase in valuable business leads.



**REFLECTING ON
OUR DELIVERY**

Client



NEOM نيوم



World Travel Market, London

150 sqm

SQM

2 Year Partnership

RELATIONSHIP

London

EVENT

DSA®