

SAMA
PRODUCTION

PORTFOLIO

Contents



Introduction



Interior



Exhibition Design
& Build



Events



Mall Activation
& Travel Retail

About Us

SAMA Production is a multidisciplinary design and build studio known for crafting refined, high-impact environments across interiors, exhibitions, and brand activations. Defined by precision, material sophistication, and architectural clarity, each project is meticulously executed to embody brand identity at the highest level.

From immersive exhibition spaces to elegant hospitality interiors, the studio delivers seamless experiences where design, detail, and craftsmanship converge—resulting in spaces that are both visually compelling and functionally exceptional.



Interior

BLSSD

Costa

Gusto Restaurant & Café

Illy

Baskin Robins

Pierre Marcolini

Waqud

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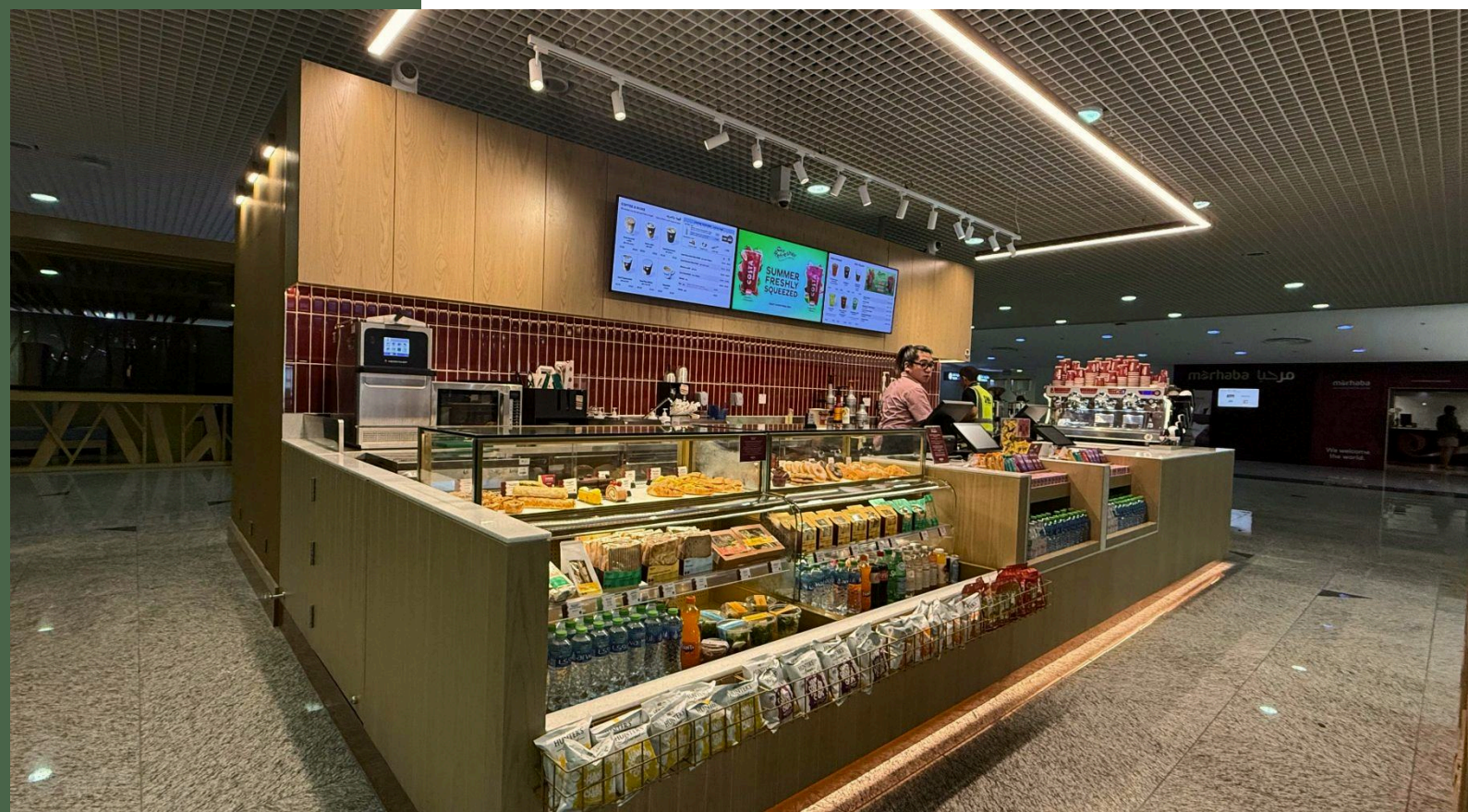
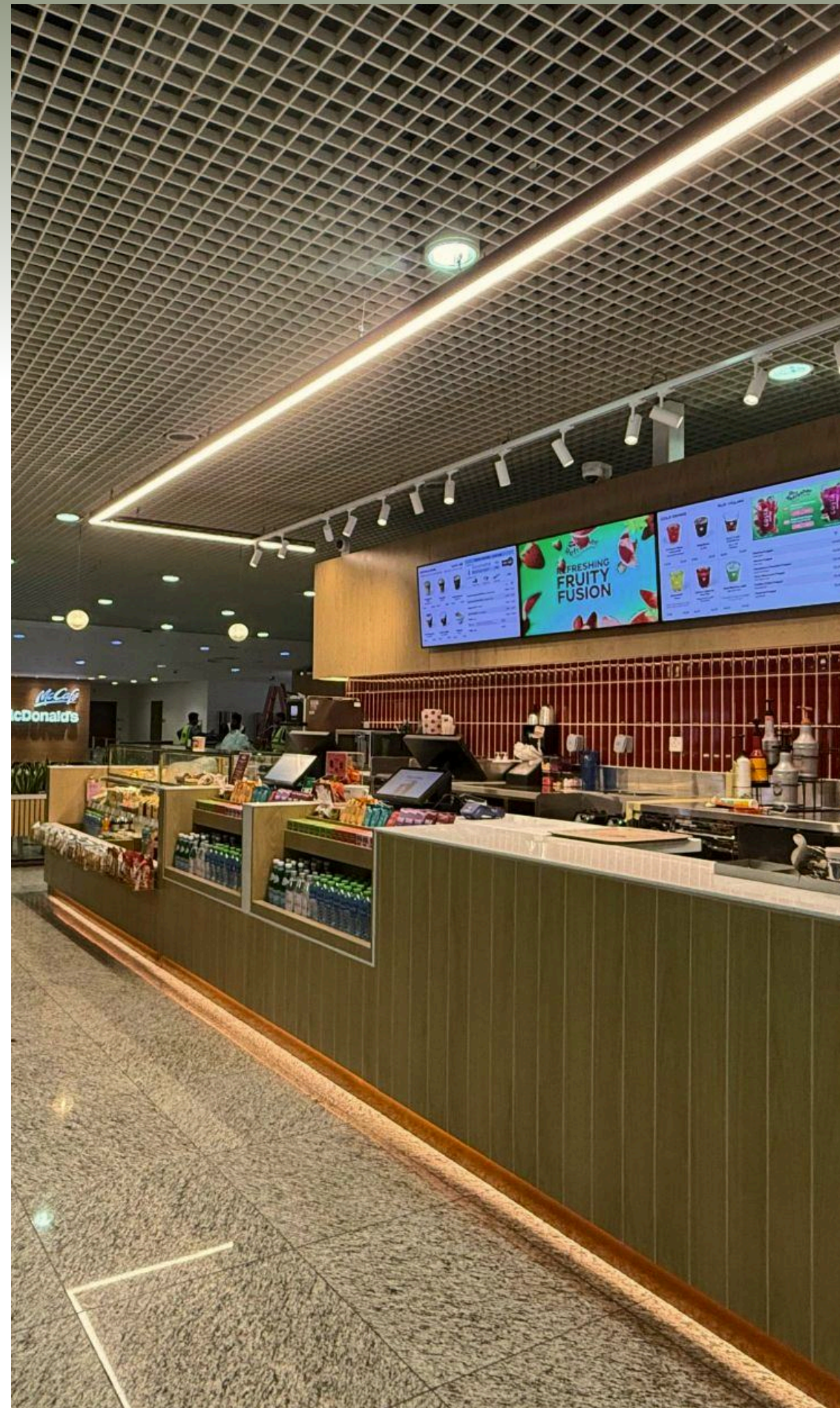


BLSSD

A clean retail space built around soft neutral tones and bold display pieces that reflect the BLSSD identity. Mesh textures, marble surfaces, and simple fixtures create a modern and inviting feel. Carefully executed, the fit-out ensures a smooth and engaging customer experience.



Client		BLSSD
Location		MALL OF EMIRATES
Size		155 Sqm



Costa

A warm and functional café space designed for high footfall, combining timber finishes with durable surfaces. A clear counter layout and overhead lighting guide movement while keeping the space open and efficient. Built with precision, the fit-out supports smooth service and comfortable seating within a busy airport setting.

Client | ELR

Location | Dubai Airport

Size | 129 Sqm



Gusto Restaurant & Café

An elegant dining space for Gusto, inspired by classic European interiors with rich textures, detailed wall panels, and statement murals. Warm lighting, timber flooring, and upholstered seating create a comfortable and refined atmosphere. Carefully executed, the fit-out brings together decorative detail and functionality for a seamless guest experience.

Client | WAB DESIGN

Location | WALDORF ASTORIA - DIFC

Size | 110 Sqm



Illy

A vibrant café space for Illy, defined by bold red finishes contrasted with warm tones and patterned walls. Statement lighting and curated artwork add character while keeping the space inviting and relaxed. Carefully executed, the fit-out balances strong visual identity with practical service flow.

Client | Illy

Location | Abu Dhabi Mall

Size | 110 Sqm



Baskin Robins

A bright and playful retail space for Baskin Robbins, brought to life through vibrant colors and illuminated brand elements. Clean counters and clear display units keep the focus on product while ensuring smooth customer flow. Well executed, the fit-out combines strong visual identity with efficient service functionality.



Client | GALADARI

Location | Dubai Airport

Size | 45 Sqm



Pierre Marcolini

A refined café for Pierre Marcolini, designed with warm tones, curved forms, and elegant metal detailing. Timber flooring and soft lighting enhance the premium feel while keeping the space open and inviting within Mall of the Emirates. Expertly built, the fit-out combines craftsmanship and clarity to showcase the brand with sophistication.

Client | PIERRE MARCOLINI

Location | MALL OF EMIRATES

Size | 189 Sqm

Exhibition Design & Build

AMMT

Cisco

Gritha

IHG

IHG2

Interpol

MOI

Steelco

Tabreed

SAMMA
PRODUCTION



Waqud

A refined café for Waqud, designed with warm finishes, soft lighting, and layered wall detailing that creates a welcoming atmosphere. Curved elements and textured surfaces add depth while maintaining a clean and elegant look. Precisely executed, the fit-out balances visual appeal with efficient service flow.



Client | WAB DESIGN

Location | WALDORF ASTORIA - DIFC

Size | 90 Sqm



AMMT

A double-height exhibition stand for AMMT, designed to maximize visibility and spatial impact. The structure integrates layered architectural elements with open display zones to encourage interaction and product engagement. A clean, branded palette combined with precise detailing delivers a professional and approachable presence on the show floor.

Event | Arab Health

Location | DWTC

Size | 730 sqm



Cisco

A large-scale exhibition stand for Cisco, defined by fluid architectural forms and a strong central feature. Integrated lighting and layered floor patterns guide movement while highlighting key product zones. The space balances openness with structured engagement areas, creating a seamless and immersive brand experience.



Client		Cisco
Event		GITEX
Location		DWTC
Size		360 sqm



Gritha

A vibrant exhibition stand for Gritha, combining clean architectural lines with fresh, market-inspired elements. Layered display zones and integrated product showcases create an inviting and functional layout. Thoughtful material contrasts and greenery accents bring warmth while reinforcing a contemporary retail-driven experience

Client		Al Ain Farms
Event		Gulf food
Location		DWTC
Size		220 sqm



IHG

A refined, hospitality-inspired stand that blends warm materials with clean architectural lines to reflect the IHG brand. Soft lighting, textured finishes, and layered zones create an inviting, lounge-like experience within the exhibition space. Delivered with precision, the build balances openness and structure while ensuring seamless functionality throughout.



Client		IHG
Event		ATM
Location		DWTC
Size		600 sqm



IHG2

A contemporary exhibition space shaped to reflect IHG's hospitality environments through layered textures and residential-style detailing. Warm timber finishes, glazed partitions, and curated lighting create a refined and inviting setting. Delivered with precision, the build balances openness with clearly defined functional zones.



Client		IHG
Event		ATM
Location		DWTC
Size		600 sqm



Interpol

A bold, high-impact stand defined by deep blue finishes and illuminated branding elements that reinforce Interpol's global presence. Clean architectural lines are softened with timber flooring and structured zoning to guide movement and interaction. Precisely executed, the build delivers clarity, presence, and a strong institutional identity within the exhibition space.

Client		INTERPOL
Event		ISNR
Location		ADNEC
Size		288 sqm



MOI

A monumental stand defined by double-height architecture and immersive digital surfaces that command attention from every angle. Vertical LED panels, metallic accents, and layered structures create depth while reinforcing a strong institutional presence. Executed with precision, the build integrates technology and form into a cohesive, high-impact environment.



Client		MOI
Event		ISNR
Location		ADNEC
Size		1300 sqm



Steelco

A clean, product-focused stand defined by crisp white structures and bold brand accents that highlight Steelco's equipment with clarity. Elevated platforms and integrated lighting enhance visibility while maintaining a streamlined, technical aesthetic. Built with precision, the space balances functionality and presentation to support clear product engagement.

Client | Steelco

Event | Arab Health

Location | DWTC

Size | 120 sqm



Tabreed

A fluid, contemporary stand defined by curved architectural forms and suspended ring elements that echo Tabreed's cooling expertise. A refined palette of whites and cool tones is complemented by integrated lighting and seamless finishes. Expertly executed, the build delivers a cohesive, modern environment with a strong visual identity.

Client		TABREED
Event		WORLD UTILITIES CONGRESS
Location		ADNEC
Size		110 sqm

Events

Audi

Casio

DHL

Eucerin

HSBC End of year

Government of Dubai Media Office

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Audi

A premium automotive event space in Abu Dhabi, designed and manufactured to reflect precision and performance. Bespoke architectural elements and custom-built display zones create a seamless indoor-outdoor experience. Every detail was carefully crafted to elevate presentation while embodying a refined, progressive aesthetic.



Location | Abu Dhabi

Category | Event

Year | 2025



Casio

A contemporary event in Dubai, crafted to highlight precision and durability. Custom display units and illuminated vitrines are seamlessly integrated within a clean architectural framework. The restrained material palette and refined detailing create an engaging environment that reflects the brand's innovative spirit.



Location | Dubai

Category | Event

Year | 2023



DHL

A dynamic event environment developed for DHL, reflecting speed, connectivity, and global reach. Bold graphic elements and structured spatial planning guide visitor flow while reinforcing brand presence. Clean finishes and purposeful detailing create a high-impact yet efficient setting tailored for engagement.

Location | Dubai

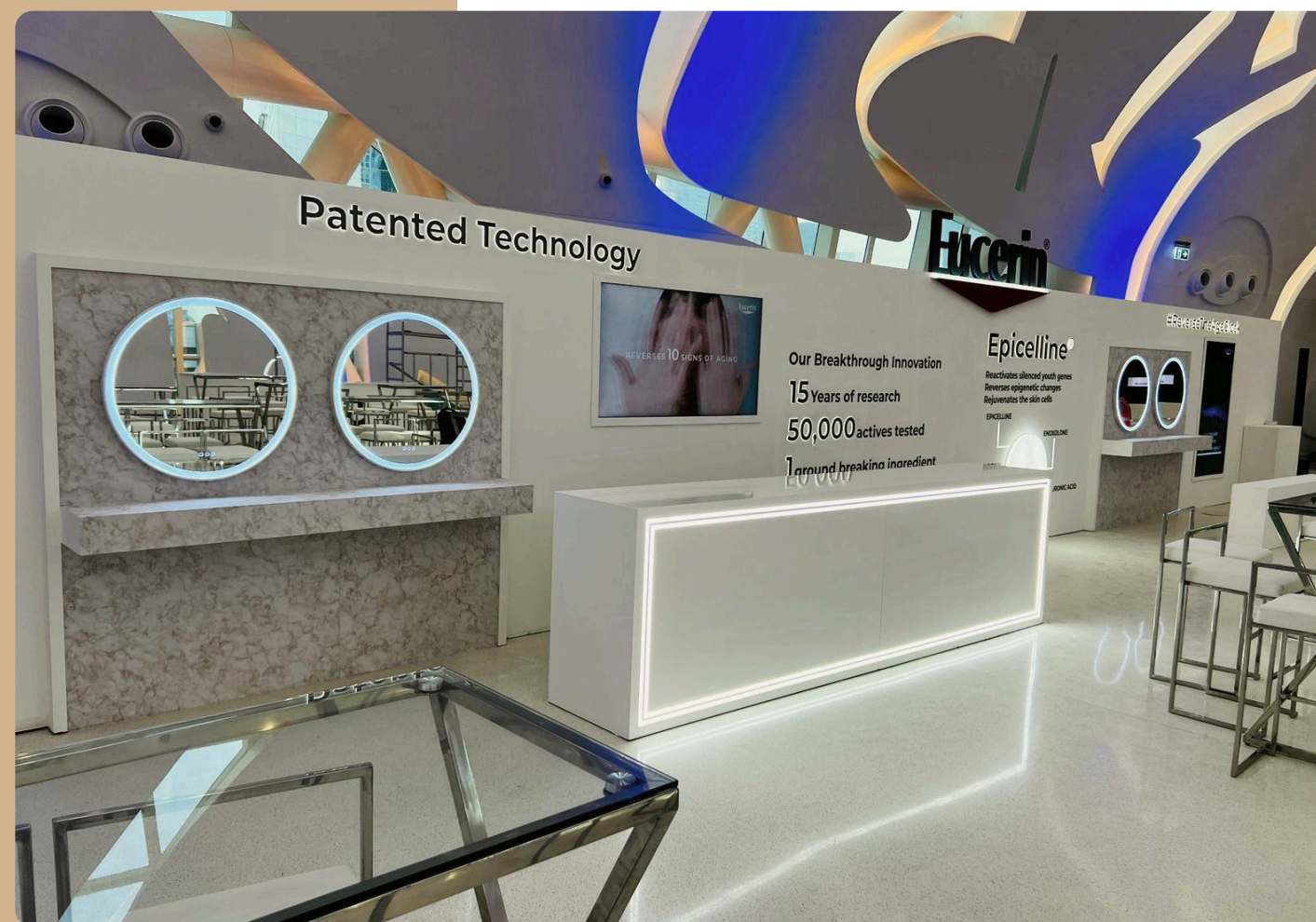
Category | Event

Year | 2024



Eucerin

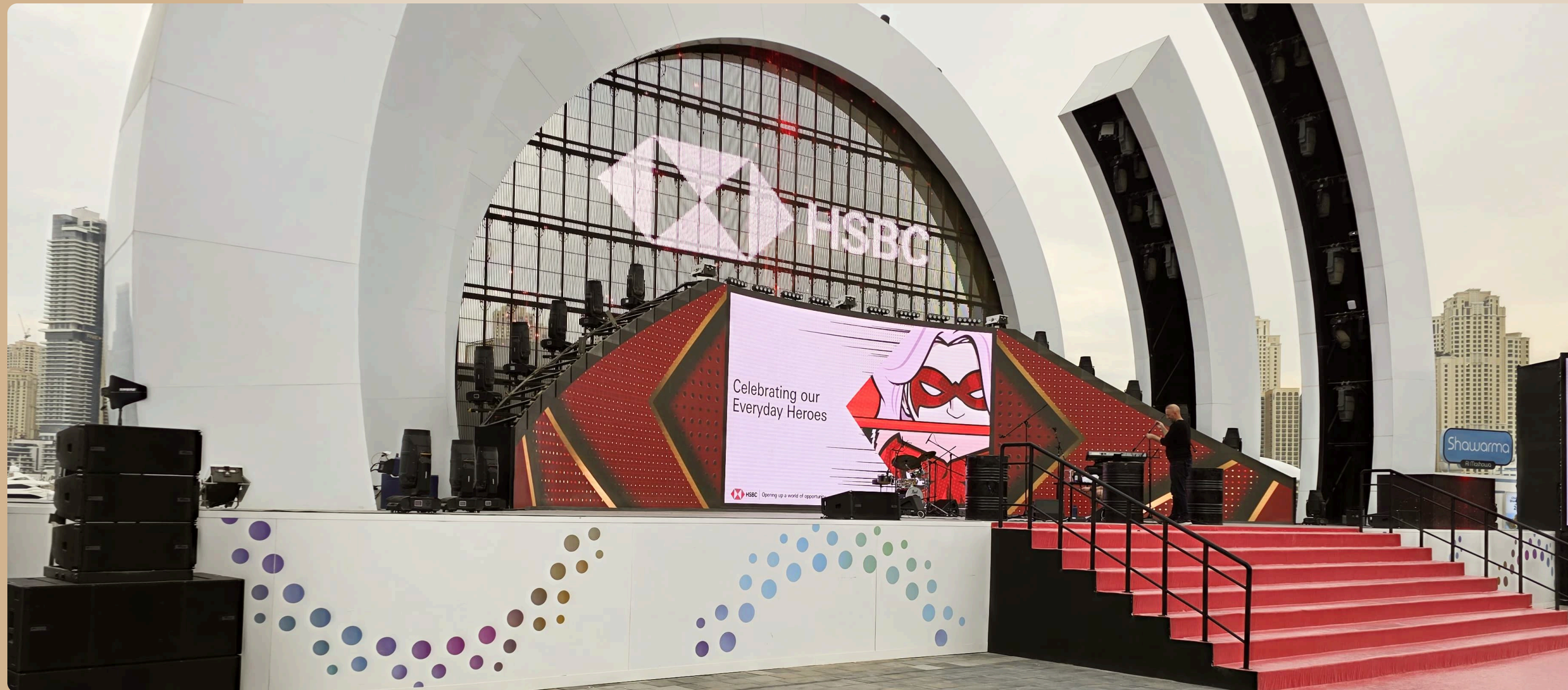
An immersive event environment for Eucerin, defined by fluid forms and high-gloss finishes. Sculptural elements and integrated lighting create a futuristic setting that enhances product storytelling and brand innovation. Layered textures and precise detailing deliver a visually striking yet cohesive spatial experience.



Location | Dubai

Category | Event

Year | 2024



HSBC End of year

A bold outdoor event setup for HSBC, defined by striking geometric forms and a strong brand-led color palette. Modular structures and elevated staging elements create clear focal points and guide visitor engagement. Clean execution and impactful detailing deliver a confident, high-visibility presence within the urban setting.



Location | Dubai

Category | Event

Year | 2025



Government of Dubai Media Office

A large-scale outdoor activation for UAE National Day, transforming the beach into a striking visual installation using repeated flag elements. The layout creates powerful patterns and movement, visible from both ground and aerial views. Executed with precision, the build delivers strong cultural impact and memorable public engagement.

Location | Dubai

Category | Event

Year | 2024

Mall Activation & Travel Retail

Audi

Meraas

Genesis

Planet

Givenchy

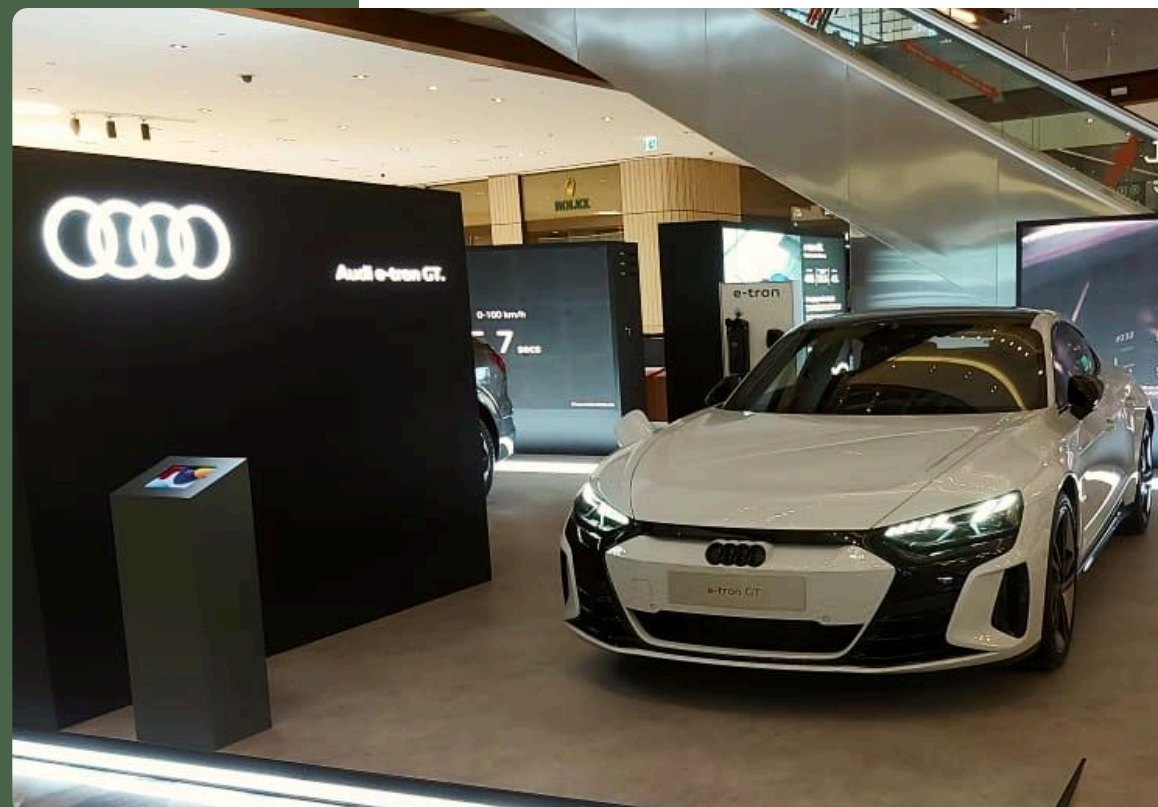
Hugo Boss

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Audi

A sleek mall activation for Audi, designed to highlight the cars through a clean, elevated display platform and bold branding. Integrated lighting and digital screens enhance visibility and guide attention. Built with precision, the setup creates strong presence and engagement in a busy retail environment.



Client		AUDI
Location		GALLERIA MALL ABU DHABI
Size		100 Sqm



Genesis

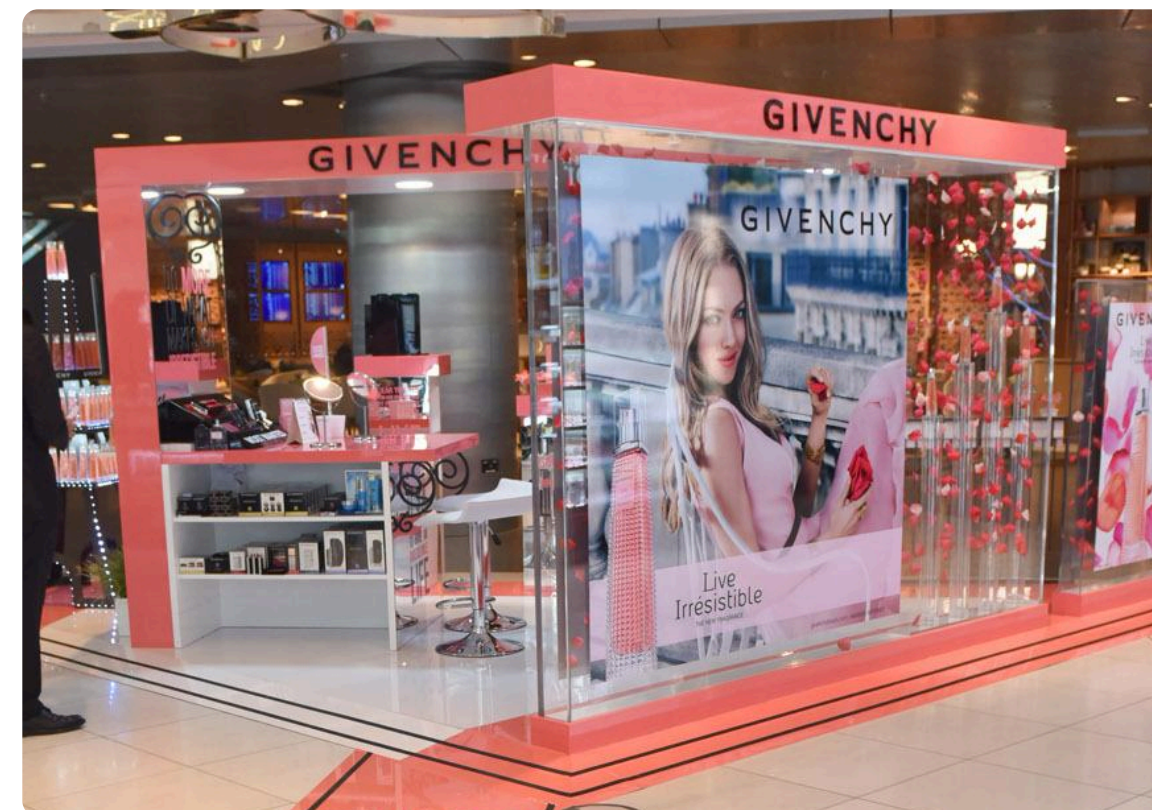
A bold mall activation for Genesis, defined by a sleek black structure that frames the cars with strong visual contrast. Open sides and integrated lighting invite interaction while maintaining a premium feel. Precisely built, the space creates a striking brand presence within a high-traffic setting.

Client		GENESIS
Location		MALL OF EMIRATES
Size		100 Sqm



Givenchy

A striking travel retail activation for Givenchy, using transparent structures and suspended elements to create depth and movement. Soft pink tones and illuminated branding enhance visibility. Precisely executed for strong impact within the airport space.

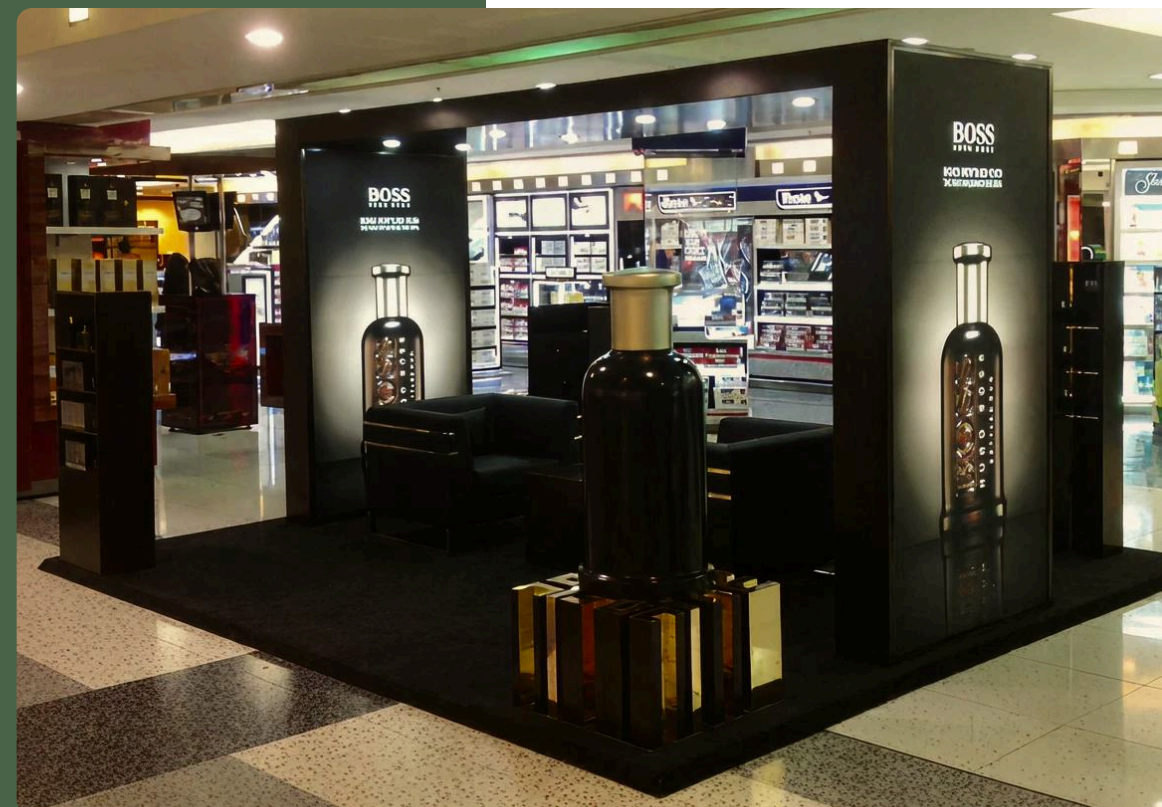


Client		GIVENCHY
Location		QATAR DUTY FREE
Size		36 Sqm



Hugo Boss

A sleek travel retail activation for Hugo Boss, defined by dark finishes and illuminated product displays that create a premium feel. Clean lines and structured layouts guide customer flow and highlight key products. Precisely built, the space delivers strong brand presence within the airport setting.



Client | BOSS

Location | DUBAI DUTY FREE

Size | 25 Sqm



Meraas

A clean outdoor activation for Meraas, designed with sculpted panels and subtle textures that reflect the brand's identity. Soft neutral tones and integrated lighting create a calm yet impactful presence. Precisely built, the structure delivers clear messaging and strong visibility in an open public setting.

Client | MERAAS

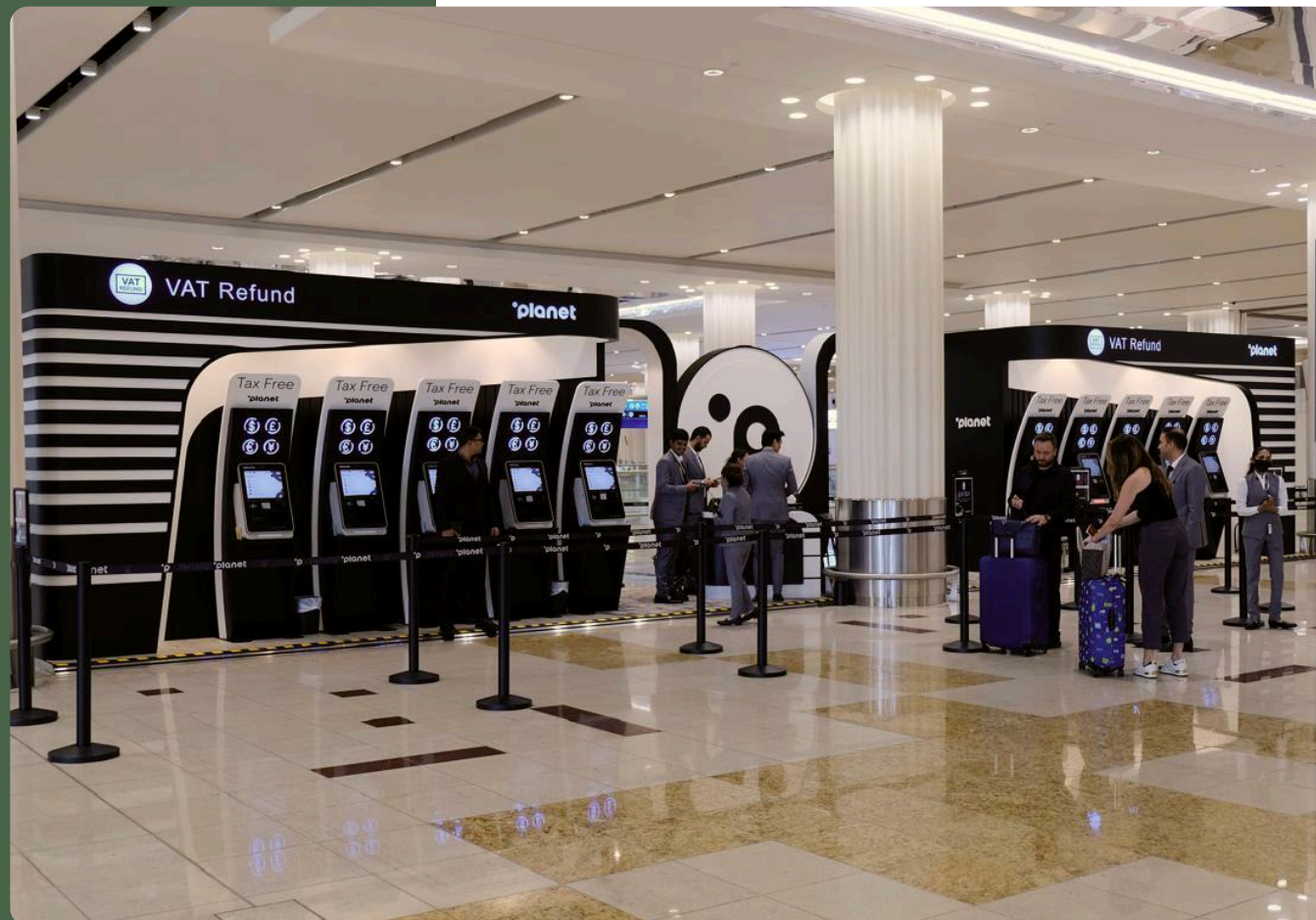
Location | D3 DUBAI DESIGN DISTRICT

Size | 30 Sqm



Planet

A bold travel retail activation for Planet, defined by black and white contrasts and rounded architectural forms. Clear zoning and integrated lighting guide users through the VAT refund process. Precisely built, the space ensures high visibility and smooth customer flow within the airport.



Client | PLANET VAT REFUND

Location | DUBAI AIRPORT

Size | 48 Sqm

SAMA PRODUCTION

FROM CONCEPT TO EXECUTION, WE BRING SPACES TO LIFE.



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