

INFRAMES⁷
| CONTENT PRODUCTION

MOMENTS IN MOTION



OUR SHOWREEL



MOMENTS IN MOTIONS

Moments. We understand their essence—their power to inspire, inform, and entertain. Our passion lies in crafting these bespoke moments, guiding our approach to design communication that stands out, bringing a creative edge across the Events and Media channels.

From the simplest sparks of ideas, we innovate through creative consultancy and art direction, producing storyboards, narratives, and treatments. Our creative vision flows from initial drafts to the final masterpiece. We blend creativity with purpose, connecting client needs with cutting-edge style and finish.

With our technical strength enhancing every project and a broad spectrum of industry knowledge, our team transforms ideas into extraordinary realities.

ESTABLISHMENT

INFRAMES was established in 2015 as a boutique Content agency, initially supporting small projects with a minimal team of freelancers. This changed in 2019 when the team expanded and moved to a larger space, enabling them to handle creative support and content production for luxury brands, fashion, sports, and more.

WHAT WE CREATE

CONCEPT DEVELOPMENT

Creative Direction | Concept Art | Copywriting & Narrative Development |
Theme Development

CONTENT DEVELOPMENT

Art Direction | Mood Boards | Storyboarding

CONTENT PRODUCTION

Animation Production | Post-Production | Mastering | On-site Quality Assurance &
Testing | Content Technical Solution Consultancy

WHAT WE CREATE

CONCEPT DEVELOPMENT | CONTENT DEVELOPMENT | CONTENT PRODUCTION

3D MAPPING | HOLOGRAM | INTERACTIVE CONTENT

| IMMERSIVE EXPERIENCE | OPENING & CLOSING CEROMENY |

MUSICAL FESTIVAL | IMAG CONCERTS | CONFERENCE | DIGITAL ART |

INFOGRAPHIC | FILMING |

EXPERIENTAL & DYNAMIC MOTION GRAPHIC ON SCREEN ANIMATION

OUR KEY BRANDS

A. LANGE & SÖHNE
GLASHÜTTE I/SA

VACHERON CONSTANTIN
GENÈVE

@bayut | dubizzle
stronger together
Awards 2021

QATAR
FASHION
UNITED
CR RUNWAY

DARGLOBAL

GMIS | Global Manufacturing &
Industrialisation Summit

PORSCHE

CATERPILLAR



MERAAS



رابطة المحترفين الإماراتية
UAE PRO LEAGUE

meydan



بيلد بيست
BALADBEAST

HANS
ZIMMER
LIVE



ALDAR

DP WORLD

LIWA 2024
MOREEB DUNE



SAP



LIWA VILLAGE

OUR MARKETS

Our primary markets are the GCC and Europe, with a global reach extending to Asia.

We are also planning to expand to the USA and other global markets soon.

UAE | Qatar | Saudi Arabia | Jordan | Oman

Spain | Germany | Italy | Australia

Japan | Macau |

USA

OUR UNIQUE EDGE



Experience.

Our team brings diverse expertise from event agencies, covering technical and creative consultancy, project management, and more, giving us a deep understanding of event intricacies.

Reliability.

We prioritize deadlines, consistently delivering quality results within challenging timeframes for timely project completion.

Real-time Content Changes on-site

Our team excels at on-site implementation of last-minute changes using a real-time engine, significantly reducing the adjustment time from days to hours.

Client-Centered Approach.

We dive deep into clients' briefs and needs, surpassing expectations by interpreting unspoken cues and translating them into actionable solutions.



OUR UNIQUE EDGE

Cultural Sensitivity

With a profound grasp of regional culture and language, we seamlessly integrate cultural nuances into projects, fostering effective communication and connect with clients.

Collaborative Partnership

Going beyond execution, we actively engage with clients, providing input and guidance on show components including stage & show design, lighting, performances, and other key aspects for a cohesive and impactful event experience.

Technical Excellence

Leveraging on our team's broad technical expertise across diverse content types, we deliver content-related technical solutions ensuring seamless collaboration with trusted AV providers, resulting in smoother workflows that are often easier, faster, and more cost-efficient. We gladly provide recommendations for suitable AV agencies to ensure comprehensive technical support, facilitating efficient and effective fulfillment of all technical requirements.

ELEVATE YOUR EVENT

INFRAMES to become your reliable content producer dedicated to crafting brilliant and innovative creative solutions and event content for all of your events.



THE PEOPLE

Team Structure



Haitham Taha – Founder – Creative Content Producer

Haitham is a full-fledge creative content producer with 23 years' experience in television, advertising, filmmaking, experiential design and events. His creativity, combined with his technical skills and attention to detail allows him to create award-winning projects that leave a long-lasting impression. In addition, his sensitiveness to the Arabic culture and speaking the same language helps in creating Arabic content and communicate in a strong and straight forward way with the client.

In 2011, he joined Prisme International, one of the leading event management companies in Dubai, as Lead Senior Motion Designer after being promoted as Art Director. He shaped his skills and worked on a wide range of projects for a diverse selection of clients with Prisme International.: A Mercedes-Benz road show, the RTA Tram Launch, Dubai World Cup ,Emaar's Burj Khalifa NYE, and Dubai Smart City to name a few.

In 2015, he decided to establish his own Creative Studio and launch INFRAMES Content Production.



Bassam Alemam – Chief Creative Director – Concept Artist

Based in Dubai as a creative director, he has been involved in the art and entertainment sector since 1999. Beside his personal passion for fine art, Bassam has covered a wide range of creative fields throughout his career in animation & media production, public art installations, corporate events, theatrical shows, experience centers and brand activations. His background as a fine artist enables him to visualize his ideas and concepts through sketches and digital illustrations, which helps inspire the teams he works with as well as adding an artistic flavor to commercial projects and events.

He has worked with several corporations and agencies locally and internationally, such as Meraas Holding, Modon and Executive Visions, and as creative director, helped deliver a number of medium to mega projects and events.

Edgar Kaliuta – Lead Motion Designer – Sr. Space Designer

Edgar is a lead motion designer & art director with over 15 years of experience in the industry. Specializing in both 3D and 2D animation and design, Edgar brings a keen eye for detail and a commitment to pixel-perfect precision. Edgar's skills extend to 3D modeling, allowing for the quick production of high-quality assets. Additionally, Edgar is a talented illustrator and graphic designer, adept at visualizing concepts and creating custom designs and layouts.



Teresa Guerrero – Art Director – Sr. Graphic Designer

Teresa arrived in the Middle East 11 years ago and quickly established in Dubai, working in designs for events for diverse clients from brands such as Mercedes Benz, Etisalat, CAT, or Patek Philippe, to institutions like UAE Youth Ministry, Abu Dhabi Ports, MODON or Saudi Arabia's PIF and DGDA. An A-to-Z designer and art director who may oversee all stages of production, she feels especially at home in concept creation and graphic and identity development.

Her latest works include Sikka Art and Design Festival, Saudi Foundation Day, Diriyah Gate Inauguration, and Hans Zimmer Live 2023 and 2024.

Cathleen Busse Taha – Co-Founder – Account Director

Germans are renowned for their organization, structure, and relentless pursuit of innovative thinking. With 17 years of global experience in client management, particularly focused on the Middle East, Cathleen excels in delivering exceptional results.

Cathleen has produced and managed numerous award-winning projects in Europe and the Middle East. Notably, she contributed to the success of large-scale events that set records and captivated audiences with innovative and breathtaking experiences.

She has worked with royals, heads of state, and dignitaries on international summits, dinners, exhibition stands, and various award ceremonies, showcasing her ability to manage high-profile events.

The live communication industry is her arena, where she creates events that are memorable, emotional, and spectacular.



Samantha Stacey – Account Manager

Samantha is a highly qualified and experienced production manager specializing in all types of events. Holding a BA in Media and Communications, she possesses a comprehensive and strategic understanding of event management.

Samantha has a proven track record of delivering results under pressure, excelling both in team settings and when working independently.

She consistently implements innovative strategies to enhance internal procedures within demanding environments. An ambitious professional, Samantha is committed to continuous growth and skill enhancement, always striving to excel in every task she undertakes.

OUR PROJECTS

QATAR RUNWAY FASHION UNITED
FIFA WORLD CUP



QATAR FASHION UNITED CR RUNWAY





QATAR RUNWAY FASHION UNITED
FIFA WORLD CUP

QATAR
FASHION
UNITED
CR RUNWAY



December 16th, 2022
events.qacreatives.com/QFU

QATAR RUNWAY 2022 | INFRAMES | NOTCH SHOWCASE



Opening Show

Towards the end of the World Cup 2022's the biggest fashion show CR Runway in Qatar took a place, a stunning animated content was created to dazzle the audience. The animation was produced with creativity and precision, adding an extra layer of excitement to the event.

The event also hosted many celebrities' singers like Post Malone, Gala Rizzato, Kadem Al Saher and others



VACHERON CONSTANTIN GENEVE
DUBAI





Immersive Gala Dinner Show

Imagine a luxurious watch brand showcased in an immersive venue at a prestigious gala dinner. It was a sight to behold! And we were thrilled to be given the opportunity by **CRUSH Events** to take things up a notch. Using our skills and expertise, we created a stunning animated journey for one of the most complex venue canvases we've ever encountered with over **100,000 pixels** to count. The end result was nothing short of spectacular - a feast for the eyes that perfectly complemented the elegance and glamour of the event. It was truly an honor to contribute to such an unforgettable evening!







Dome Projection

During Expo 2020 in Dubai, we had the opportunity to produce the visual content for an awards ceremony projection mapping onto one of the world's most iconic dome structures - the Al Wasl Dome. This Dome has 13 media servers that required independent content feeds, with over 55 files and pixels over 20K for each segment, our team infused the dome with an array of vibrant colors, creating a magical and mesmerizing display.

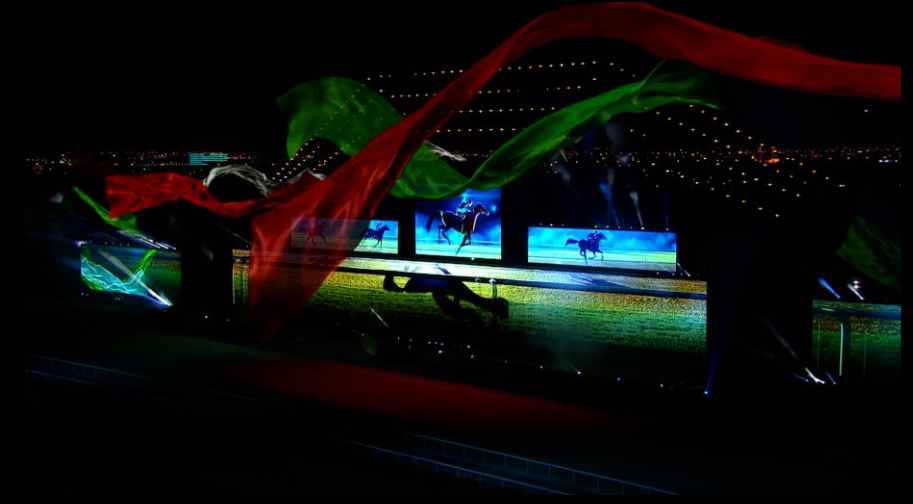


DUBAI WORLD CUP
DUBAI



AR (Augmented Reality) Broadcasting

During the Dubai World Cup 2023 broadcast, an AR (augmented reality) animation was created featuring a spaceman and flag ribbons flying over the racing tracks. The animation was produced in real time using tracking technology to enhance the viewing experience.



HANS ZIMMER LIVE
DUBAI



HANS ZIMMER LIVE
DUBAI



Musical Concert

The legendary Hans Zimmer held his first live concert in Dubai, were incredibly fortunate to be brought on board to create visual animated content for the musical masterpiece Dubai.

THE LEGENDARY FILM MUSIC COMPOSER RETURNS
TO DUBAI FOR ANOTHER EPIC CONCERT

HANS
ZIMMER
LIVE

NEW SHOW DATE ANNOUNCED.
SCORE YOUR TICKETS NOW!

DUBAI

31.05.2024 & 01.06.2024

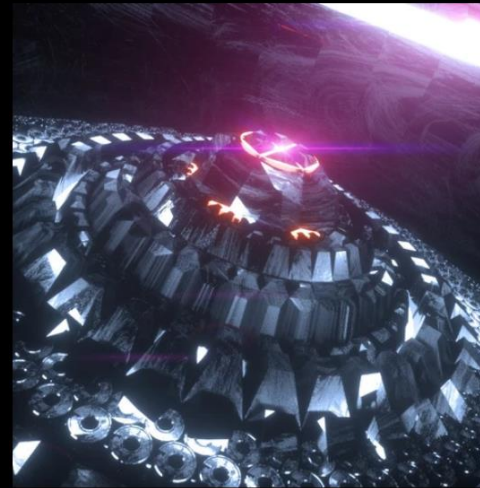
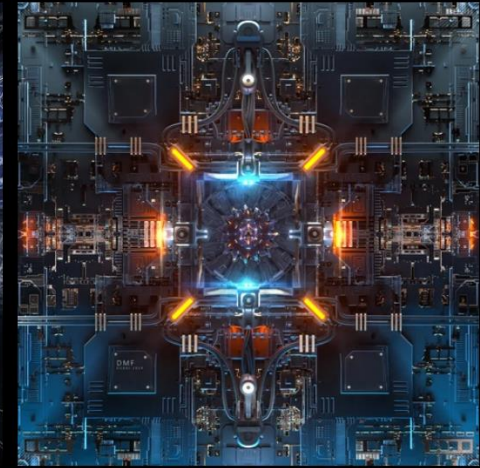
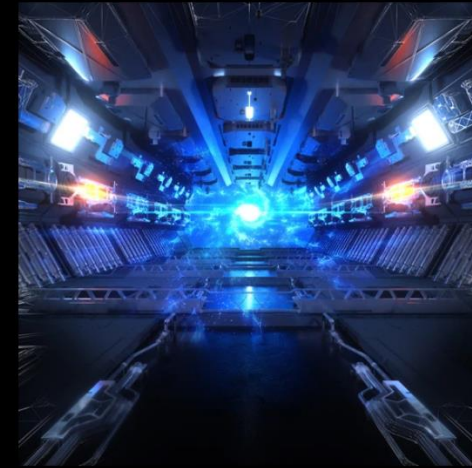
PRODUCED BY
MOBILITY PARTNER
SUPPORTED BY
OFFICIAL RADIO





3D Mapping

Caterpillar aimed to provide an immersive experience for its audience through a close-up 3D mapping projection on tabletops. With 15 tables spread throughout the venue, the mapping showcased Caterpillar's journey, creating a captivating and lifelike display. The production team took each guest's perspective into account, resulting in unique 3D mapping animations for each table, making the experience even more engaging and distinct.





LIVE



ALDAR



LIV

LIVE



Cinematic & Abstract Show

Aldar, a prominent real estate developer in Abu Dhabi, aspired to enhance their internal Brand Awareness at the Etihad Arena. Collaborating closely, we successfully conceptualized, developed, and animated an exceptional and captivating motion production for an immersive wall and floor projection. Additionally, we incorporated an impressive setup of 17 LED circle Abstract rooms, elevating the overall experience..

BALLAD BEAST
JEDDAH 2024



Musical Festival 3D Mapping

Introducing the Balad Beast Music Festival, Saudi Arabia's ultimate musical extravaganza! This electrifying event boasts seven stages of non-stop entertainment.

Thanks to Artist in Motion, we were delighted to join the team once again, managing the Roshan stage. With numerous animation mood sets, we crafted over 40 loop clips for the DJ to enhance and play with his unique effects.



QATAR INTERNATIONAL
FOOD FESTIVAL
DOHA

Opening Show & Interactive Live Performance

QIFF is the nation's largest culinary celebration, offering workshops, daily entertainment, and live cooking classes by award-winning chefs for families.

Our team had the pleasure of crafting and animating the mesmerizing interactive live performance featuring the talented dancers choreographed by Lionel Hun. This enchanting spectacle was brought to life under the creative direction and production prowess of the remarkable team at Leap Creative Studio.



Musical Concerts

Liwa Village offers a delectable culinary experience with a stylish and refined touch, we created a variation of loops set ran for the full 30-day duration of musical concerts. The content looked stunning, enhancing the festival atmosphere.







Cinematic Opening Ceremony & Conference

From concept to storyboard, studio shooting to CGI, and final content production, we had the opportunity to oversee the entire cinematic show at the National Archive of Abu Dhabi conference. It was a great chance to meet the amazing team behind the Abu Dhabi National Archive.



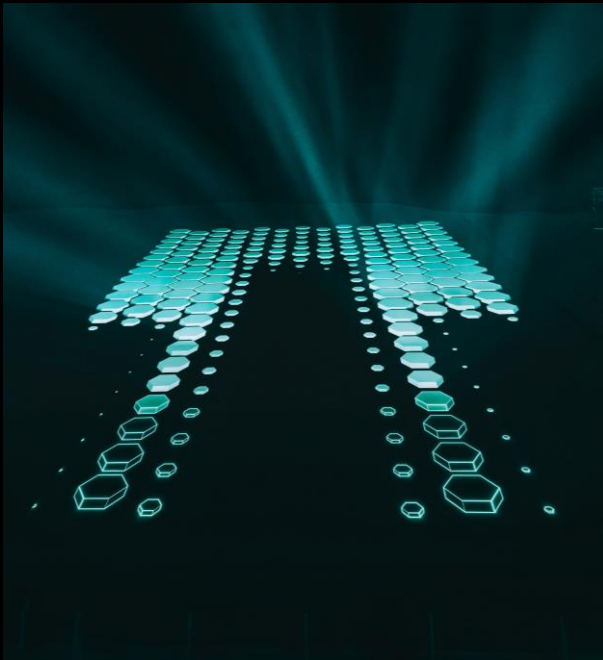




3D Mapping & Race Content

The LIWA 2024 Festival showcases exhilarating motocross, camel and horse racing, classic car competitions, and freestyle drifting. Spanning 25 days, concluding with a thrilling 300m sand hill race.

Using 78 projectors, we crafted the fillers and race animations displayed 13,200 m2 on the Tal Moreeb dune, bringing the dune to life.



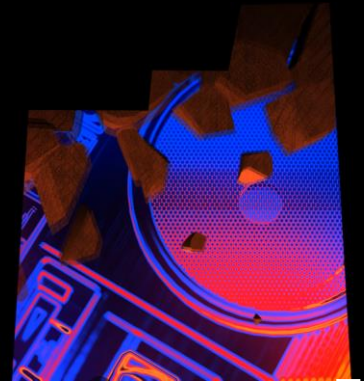
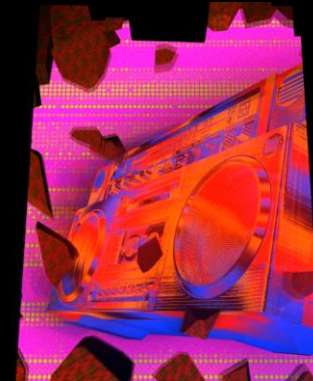
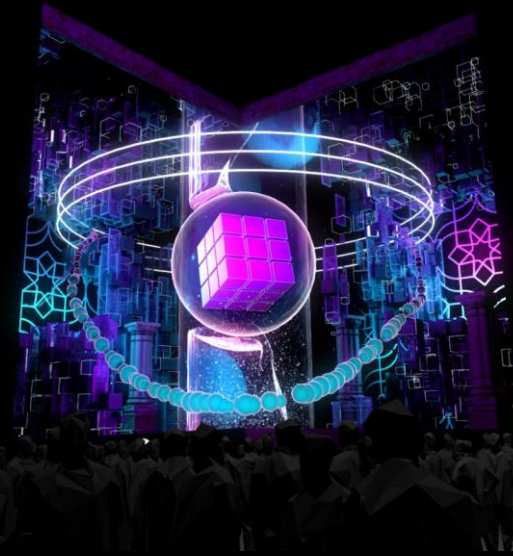
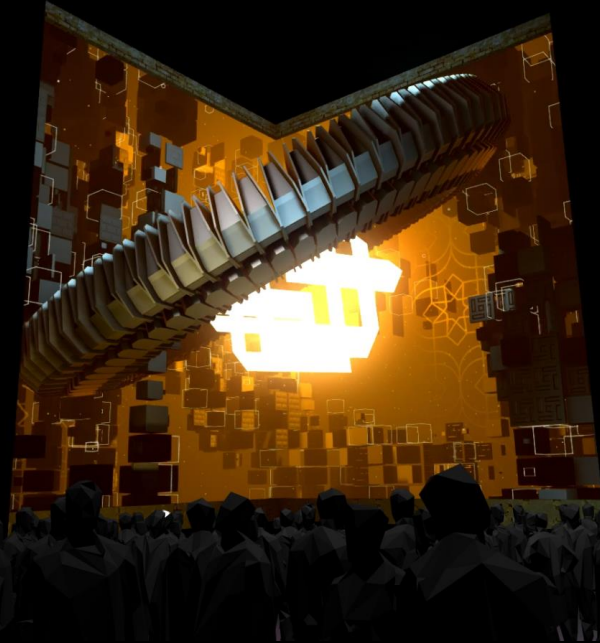
BALLAD BEAST
JEDDAH 2023





Real-Time 3D Mapping & Interactive

The ultimate musical extravaganza in Saudi Arabia - the Balad Beast Music Festival! This electrifying event features an incredible seven stages of non-stop entertainment. And guess what? We were lucky enough to be part of the action by creating mind-blowing 3D mapping content for not just one, but two of the stages! That's right, our cutting-edge technology allowed us to produce stunning visuals in real time and even interact with the audience.







Hologram Opening Show

The UAE PRO League Awards had an interactive holographic opening show using LED Screens on the back and transparent screens in the front of the performers. To engaged with the stunning visual content, creating an unforgettable experience.

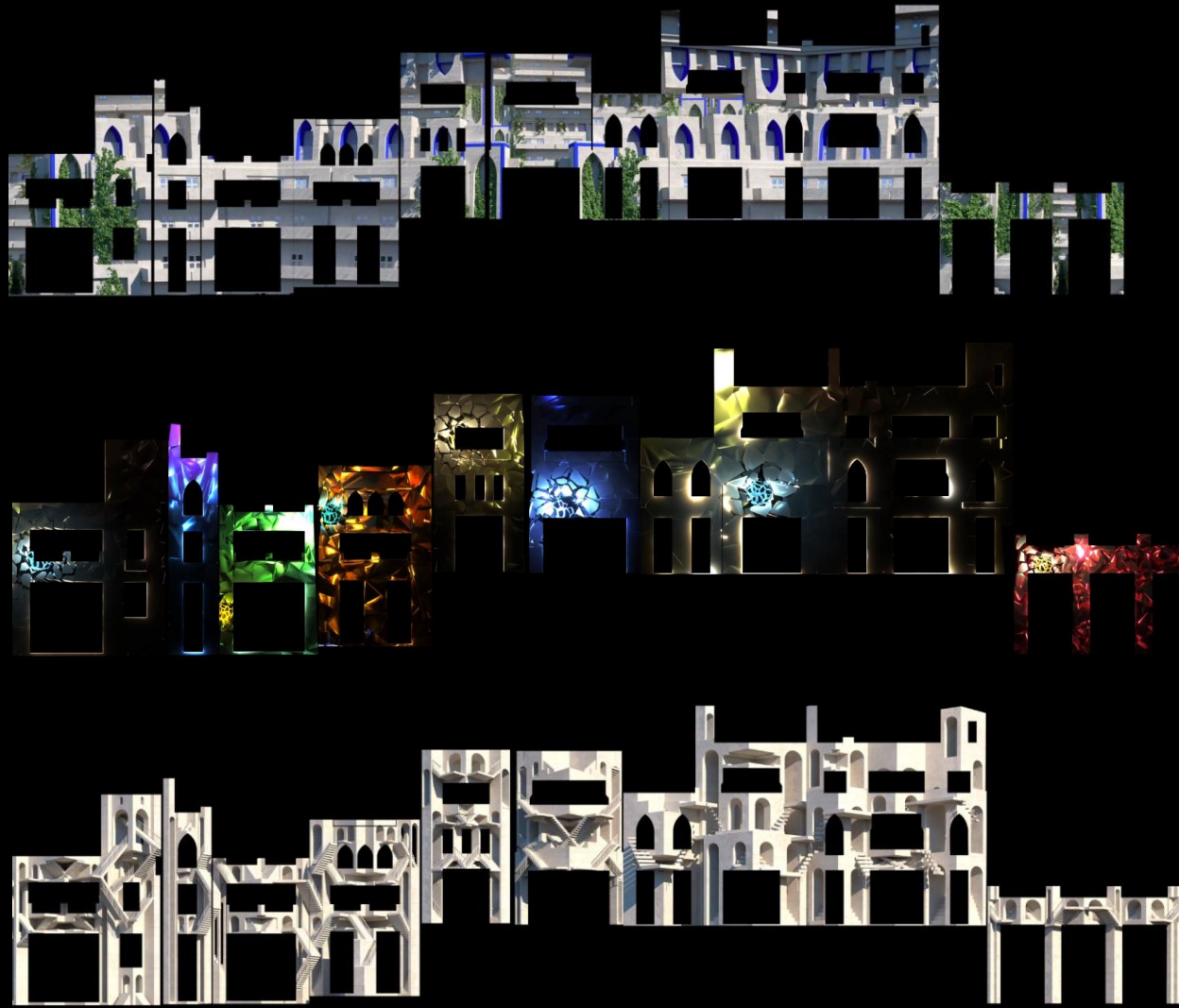


Anamorphic Design

Developing captivating content for RTA during the GITEX exhibition involved utilizing anamorphic or forced perspective techniques to craft illusions of depth.







3D Mapping

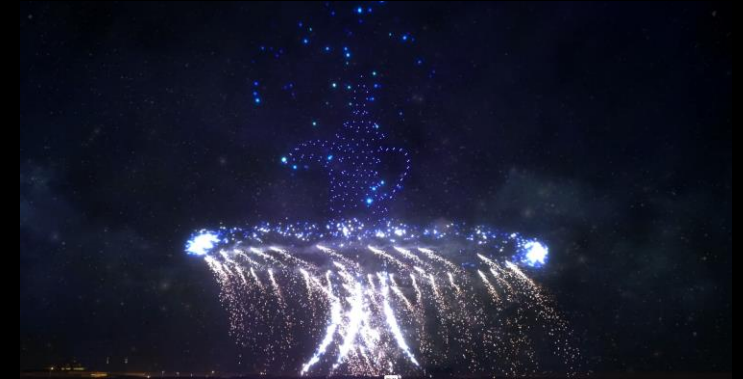
working hand to hand with MAMEMO team Our team transformed the Ayla Jordan resort into a vibrant and immersive environment, incorporating the elements of fire, wind, and water into our 3D mapping project. Working on this project was an immensely enjoyable experience for us.





AR (Augmented Reality) Broadcasting

To enhance the drone show in Saudi Arabia Founding day, we incorporated additional elements such as real-time CG animation and color grading during the live broadcast. Our team used a tracking system and integrated Notch software for a seamless execution, resulting in an impressive and impactful final product.





360 Holographic Projection

THE IMPRESSIVE SURFACE OF VIDEO PROJECTION BOTH ON THE GROUND AND ON THE 4 SIDES OF THE FABRIC TECHNOLOGY WAS SUBLIMATED BY SEVERAL PYROTECHNIC EFFECTS AND AN ORIGINAL MUSICAL COMPOSITION.

LEAP CREATIVE STUDIO & INFRAMES HAD THUS TRANSFORMED THE GROUND INTO A 360° IMMERSIVE SHOW STAGE ALLOWING THE DESIGN OF A PERFORMANCE USING THE HEIGHT OF THE VOLUME TO CREATE SEQUENCES COMBINING ARTISTIC PERFORMANCES AND IMPRESSIVE HOLOGRAPHIC VISUAL EFFECTS.



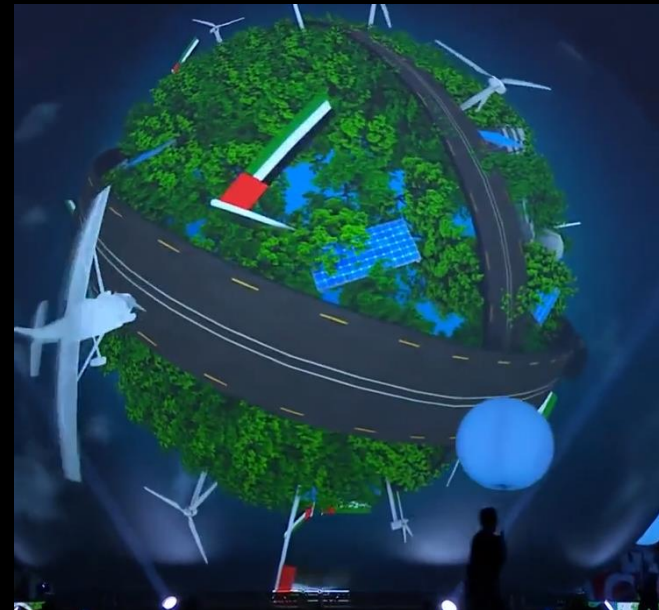
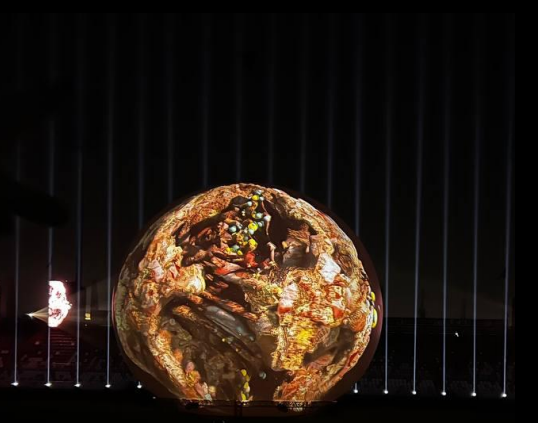


Full Sphere 360 Projection

Experience the mind-blowing.

ADIB Cup 2023! Picture this: projections on a full sphere from the outer side in seamless 360 continuity of abstract and Dynamic Content, blending our galaxy's wonders with sustainability.

Witness all the football teams, from start to finals. The resolution is massive, and the impact is crazy!







Opening Ceremony Live Performance

The annual awards ceremony hosted in Abu Dhabi featured live performances and immersive surrounding screens with captivating content.





3D Mapping

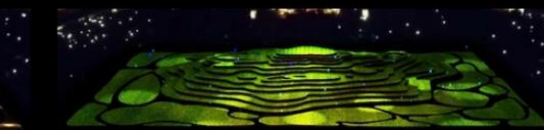
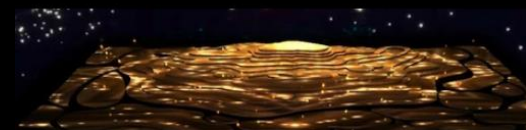
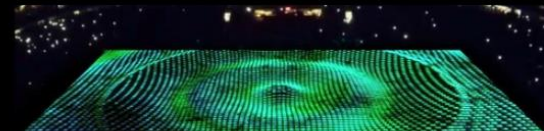
By utilizing more than 20 laser projectors, we breathed life into the football pitch through dynamic animations that shook and cracked the entire surface. Our animations seamlessly transitioned from depicting water to land and from light bursts to dunes, creating a truly captivating experience that was executed flawlessly.





3D Mapping

It was an incredibly enjoyable experience to transform the largest football stadium in the UAE into a cinematic 3D mapping surface. Our animations created a magical illusion that left a lasting impression on the audience. We utilized multiple projectors throughout the entire field to ensure flawless brightness and a seamless execution.



PREVIOUS PROJECTS



DP WORLD GALA DINNER 2019



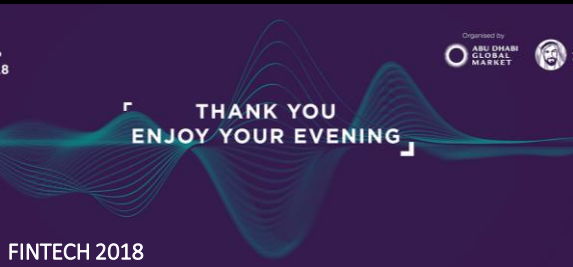
DP WORLD GALA DINNER 2019



46TH UAE NATIONAL DAY



FUJERAH ART FESTIVAL 2016



FINTECH 2018



BAYUT AWARDS 2021



ARAB WOMEN
SPORTS TOURNAMENT 2018



PORT DE LA MER 2018



UMEX 2020

PREVIOUS PROJECTS



SAP BARCELONA REGIONAL AWARD 2019



46TH UAE NATIONAL DAY



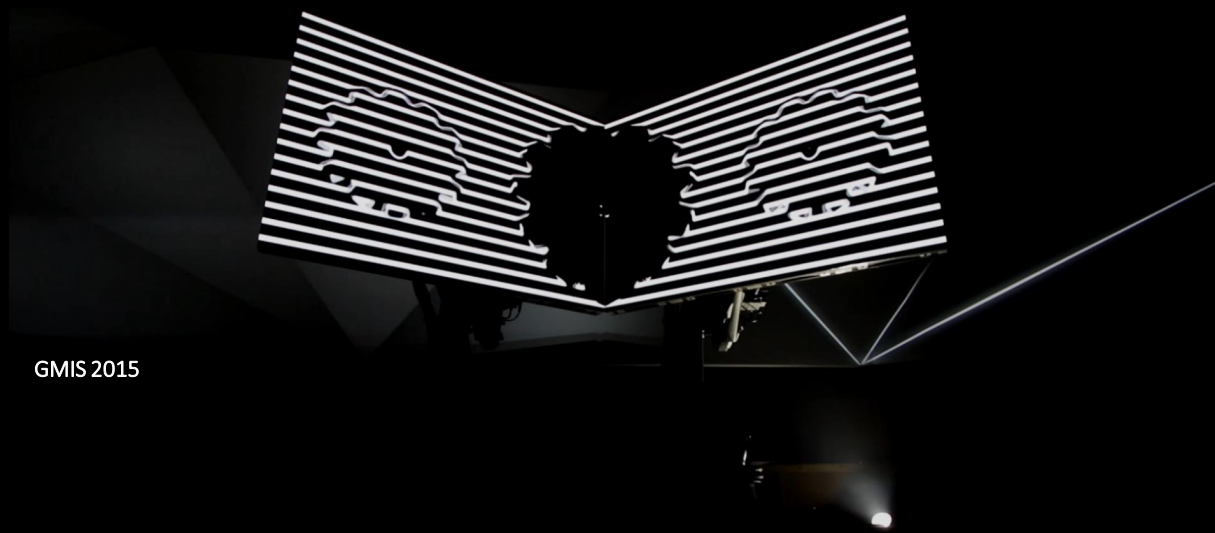
DHA INNOVATION MONTH 2018



AEROSPACE SUMMIT 2018



FINTECH 2018



GMIS 2015



GMIS 2015

PREVIOUS PROJECTS



INFRAMES⁷

CONTENT PRODUCTION



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