



CITYSCAPE GLOBAL 2023

Before it existed, We made it real.

10-13 September 2023
Riyadh, Saudi Arabia

EXHIBITION DELIVERY REPORT
ARCHITECTURAL PRESENTATION
PORTFOLIO





THE DELIVERY CHALLENGE

A complex portfolio. A compressed timeline.

Cityscape Global 2023 brought together leading developers, investors and real estate decision-makers from across the region.

The delivery challenge

Deliver a large and diverse portfolio of exhibition-ready presentation assets within a demanding production window, without compromising precision, consistency or quality.



EXHIBITION PRESENCE

Designed to command attention.

The BIDllic stand combined architectural models, digital presentation and live project discovery in one focused exhibition experience.

300+ Visitors engaged at the
BIDllic exhibition stand



2023 DELIVERY SNAPSHOT

Scale, speed and exhibition impact.

The event demanded disciplined coordination across design, fabrication, quality control and logistics. BIDILC managed multiple workstreams in parallel to ensure every presentation was delivered consistently, accurately and ready for the exhibition floor.

30+

PROJECTS
DELIVERED FOR
CITYSCAPE GLOBAL

60

DAYS TO PRODUCE
THE NEW MODEL
PORTFOLIO

437m²

COMBINED
ARCHITECTURAL
MODEL AREA



SOLUTIONS DELIVERED

One partner. Three connected capabilities.

BIDILC combined physical model craft, digital storytelling and interactive presentation in one coordinated exhibition programme.

01

Architectural Scale Models

Physical clarity, precision and presentation impact.



02

3D Visualization

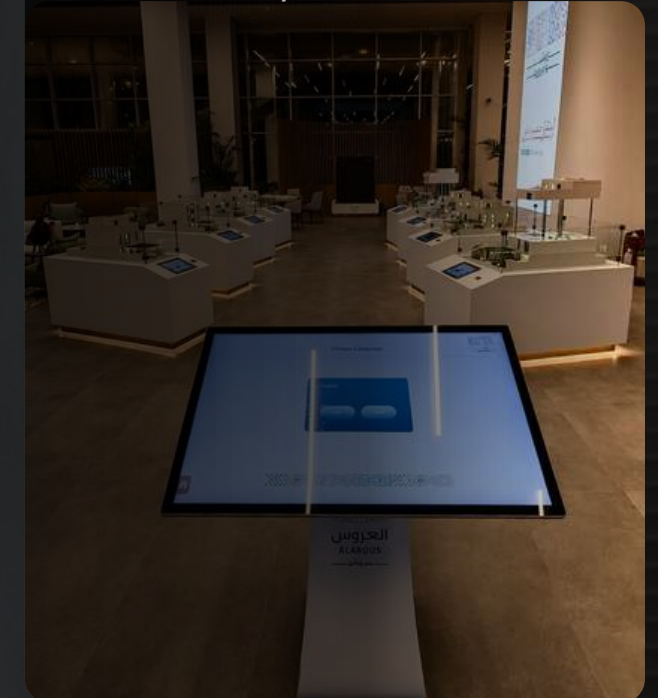
Photoreal CGI and cinematic animation before construction.



03

Interactive Sales Solutions

Touch, AR, VR and application-led project discovery.



SELECTED CLIENT

Multiple briefs. One delivery standard.

A selection of developer portfolios delivered for presentation across Cityscape Global 2023.





CLIENT 01

NHC

BIDllc translated NHC's large-scale development vision into a coordinated physical portfolio built for clarity, credibility and exhibition impact.

3

MASTER PLAN
MODELS

6

VILLA
MODELS

1:500

MASTER
PLAN SCALE

- More than 80,000 housing units represented
- Approximately 318 m² of infrastructure
- Large-scale residential communities presented
- Built for high-impact stakeholder engagement
- Road networks and public spaces represented



CLIENT 02

ROSHN

A comprehensive master plan model captured the scale, organisation and development logic of ROSHN's urban vision, giving exhibition audiences a clear physical reference point.

Complex planning made immediate, visual and easy to understand.

- Detailed road and infrastructure network
- Residential planning clearly represented
- Public spaces and community layout included
- Produced as a clear physical reference for stakeholder discussions.

1:300

MASTER PLAN MODEL SCALE

CLIENT 03

OSUS

The six-model portfolio gave OSUS one consistent presentation language across residential, commercial and high-rise developments.

PORTFOLIO

6 MODELS

TYPOLOGIES

HIGH-RISE AND VILLAS

COMMERCIAL

OFFICE SPACES





مخطط آرام
ARAM MASTERPLAN

CLIENT 04

KINAN

A connected presentation portfolio combined physical model craft with an integrated digital layer, supporting both destination storytelling and project exploration.

- 01 Detailed master plan model
- 02 LCD-Integrated Masterplan
- 03 Retail Mall Model
- 04 Four villa models

- Physical and digital presentation integration
- Multiple development types presented
- Designed for guided project exploration



CLIENT 05

Unified Properties

Three distinct models gave each development its own identity while retaining one consistent standard of precision, finish and exhibition readiness.





CLIENT 06

SAFA

BIDllc translated the masterplan into a clear physical presentation of the development's urban structure, landscape and future character.

A future community,
made tangible.





CLIENT 07

Dar Wa Emaar

A detailed villa model presented the architecture and interior organisation as one clear physical story, helping viewers understand the home across two carefully separated levels.

Ground Floor

SPATIAL PLANNING

First Floor

INTERIOR ORGANISATION





CLIENT 08

AlTahaluf

A large masterplan was translated into a precise, exhibition-ready model that communicated planning logic, density and development scale in one clear physical presentation.

URBAN PLANNING MADE VISIBLE





BEHIND THE DELIVERY

Built in 60 days. Installed for impact.



Fewer handoffs. Tighter quality control. Greater confidentiality. More reliable delivery.



BRING YOUR NEXT VISION TO LIFE

Make your next launch impossible to ignore.

From architectural scale models and photoreal visualization to interactive sales solutions and presentation experiences, BIDllc helps developers show the future before it exists.

Ready to Present Your Project with Greater Impact?

Share your project brief, drawings, timeline and presentation objectives. Our team will recommend the right combination of physical, digital and interactive solutions for your project.

Contact heading

START A PROJECT CONVERSATION →

Contact details

Email: marketing@bidllc.ae

Website: www.bidllc.ae

UAE | GCC | MENA | UK | HK | CHINA



SCAN TO START YOUR PROJECT