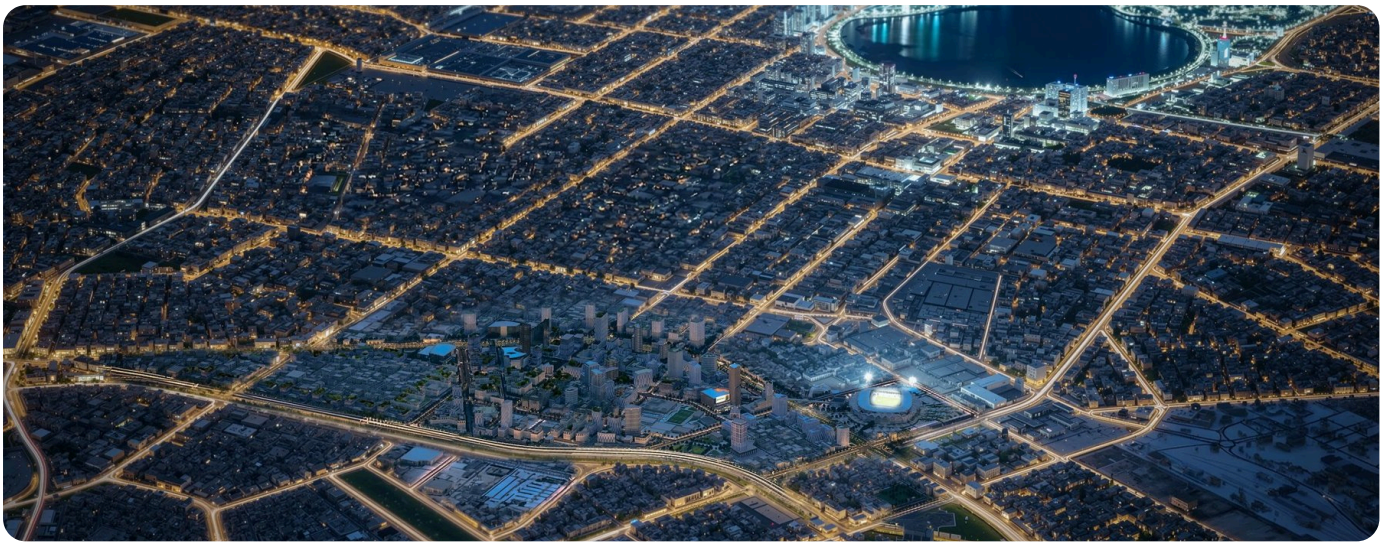
01 Heart of Dammam

MASTERPLAN VISUALIZATION - DAMMAM, SAUDI ARABIA



Location	Client	Service	Year
Dammam, Saudi Arabia	**Dair Group**	**Masterplan & film**	**2026**

The Challenge

A large masterplan split into six zones, each needing a clear identity, while showing how they connect through a central park and three main gateways.

What We Delivered

An agreed shot plan of 13 final shots covering the six zones, the central park between the Commercial and Central zones, and the three gateways.

The Project in Numbers

6
zones: Cultural, Commercial, Sports & Education, Residential, Central, South

13
agreed final shots

3
main gateways

6
minute film

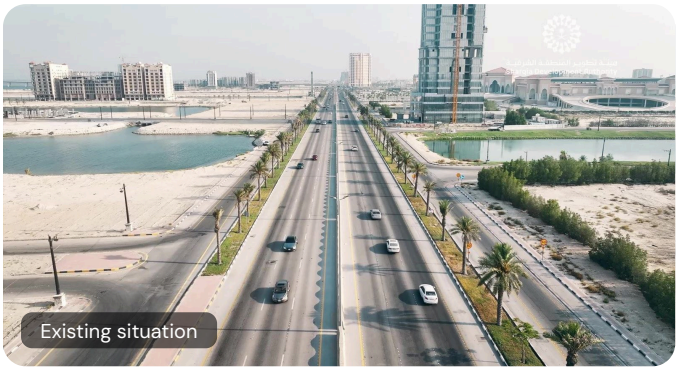
The Result

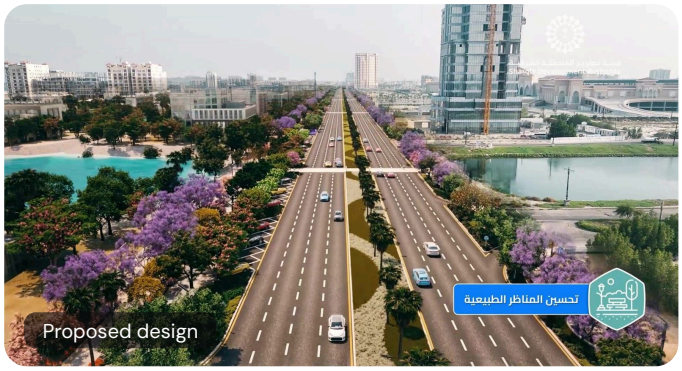
A 6-minute film that explains the existing problem, the proposed solution, and the timeline of the project's construction sequence, and how it will shape the future of the city.

Fields highlighted in yellow are examples or details to complete before sending.

02 King Fahd & Prince Saad Roads

ROAD TRANSFORMATION - DAMMAM, SAUDI ARABIA





Location
Dammam, Saudi Arabia

Client
Dair Group

Service
Road transformation & camera matching

Year
2026

The Story

The story links three elements: Prince Saad Road as a highway, the transformation of part of King Fahd Road into a boulevard, and the district between them. The goal is for decision-makers to see the project as one system rather than separate segments.

How We Chose the Visualization Approach

Approach	Strengths	Limits	Decision
Accurate 3D modeling	Highest engineering accuracy	Longest production time	—
Textured blocks with AI	Balance of accuracy and speed	Less detail on distant buildings	Selected
AI-only imagery	Fastest	Limited engineering accuracy	—

We chose the textured-block approach to meet the deadline without compromising the accuracy of the road itself.

The Result

A film comparing the existing situation, filmed by drone, with the new situation after applying the proposed street design, which responds to humanization principles and the Quality of Life Program recommendations under Saudi Vision 2030.

Fields highlighted in yellow are examples or details to complete before sending.