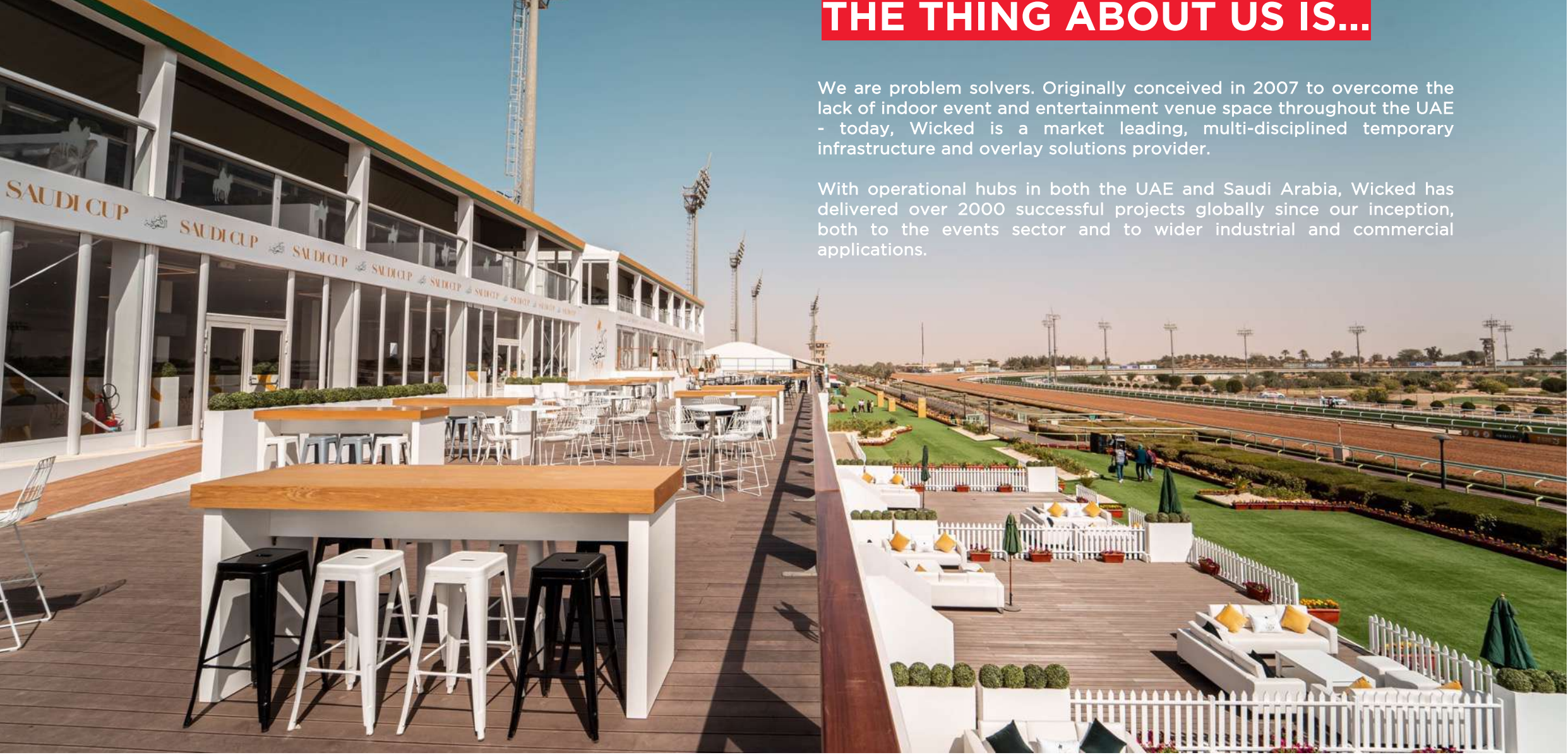




Company Profile



ABOUT US

THE THING ABOUT US IS...

We are problem solvers. Originally conceived in 2007 to overcome the lack of indoor event and entertainment venue space throughout the UAE - today, Wicked is a market leading, multi-disciplined temporary infrastructure and overlay solutions provider.

With operational hubs in both the UAE and Saudi Arabia, Wicked has delivered over 2000 successful projects globally since our inception, both to the events sector and to wider industrial and commercial applications.



We build 'Wicked venues' from the ground up, based on your specific requirements. Our in-house Design and Décor & Fabrication Teams work together to conceptualize, create, and build the custom elements that turn a tent into a premium structure.

From a wide range of structures to shading and canopies, complete with full fit-out, interior design, premium floor coverings, high-end furniture, décor, landscaping, branding and more, we don't just sell structures, we deliver bespoke venue solutions that change the perception of "temporary".

SERVICES

IT'S SIMPLE REALLY

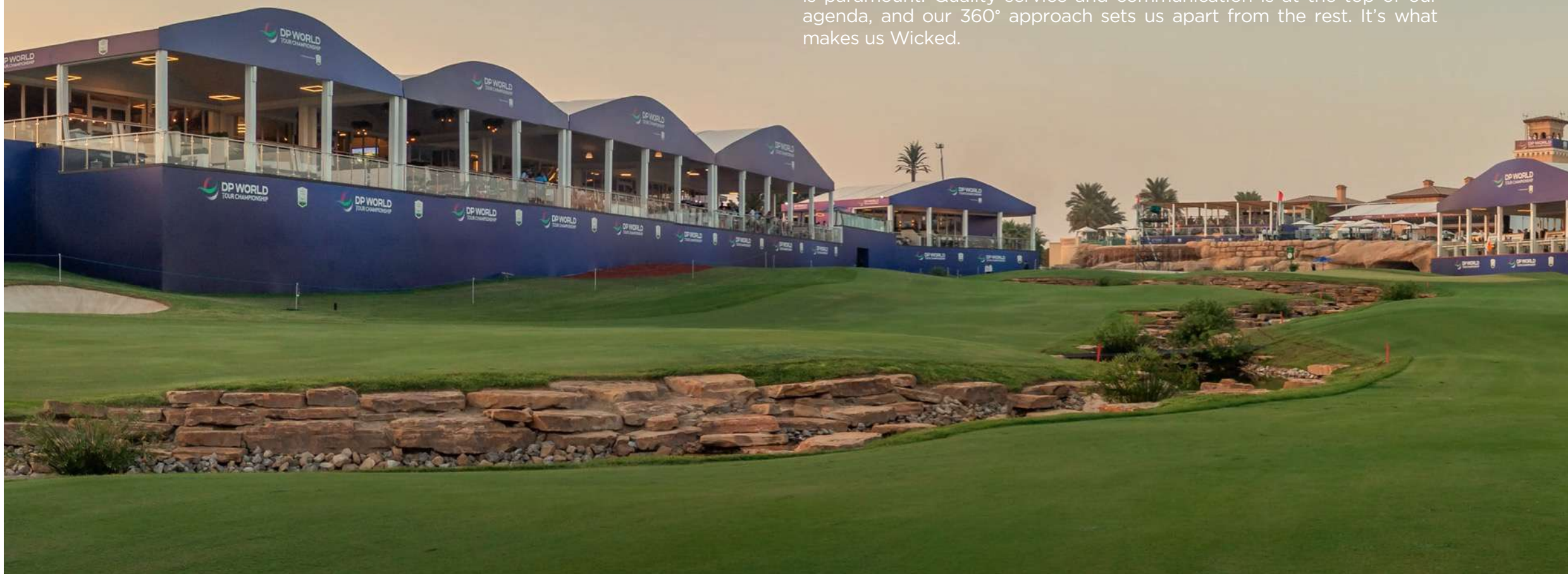




TURNKEY

WE'VE GOT YOU COVERED

Building structures isn't all we do. We are dedicated to providing full turnkey overlay solutions. From conceptualization to design, fabrication, installation, fit-out, furniture and lighting, attention to detail is paramount. Quality service and communication is at the top of our agenda, and our 360° approach sets us apart from the rest. It's what makes us Wicked.





When you consult with us, we will collaborate with you to assess all angles of your requirement, generate fresh ideas, and combine our gathered knowledge to evolve them into a unique overlay proposal tailored for your event. We come into every project with a problem-solving mindset and have the in-house expertise to support you at every stage.

We are more than a structure supplier.
We are design-led structure consultants.

THE DIFFERENCE

WE'RE ONE OF A KIND...





VERSATILE STRUCTURE SOLUTIONS



PAGODA



MINIFORM



MULTIFORM A-FRAME



MULTIFORM ARCUM



SADDLE SPAN



STRETCH TENT



GEODOME



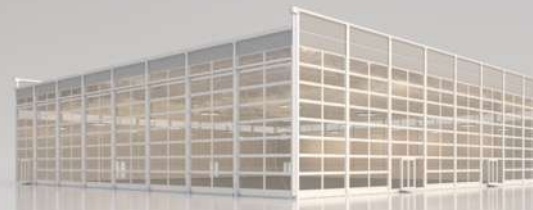
RONDO



MULTIDECK



MAXIFORM



EVOLUTION



Q.WAD



DESIGN SOLUTIONS



OVERLAY | TECHNICAL | INTERIORS



EVENT INFRASTRUCTURE



TEMPORARY BUILD | DÉCOR & FABRICATION | FURNITURE



TECHNICAL SERVICES



POWER | COOLING | ENGINEERING DESIGN



OUR CLIENTS





REFERENCE



DP WORLD TOUR CHAMPIONSHIP

Year: 2012-present

Location: Dubai, United Arab Emirates

Scope: temporary structures, furniture, fit-out, custom scenic

Size: 7,500 m²

The DP World Tour Championship at Jumeirah Golf Estates in Dubai is the climax of the European Tour Race to Dubai – a prestigious and globally recognized premier tournament in golf, attracting the world’s best golfers and a huge volume of fans into Dubai.

At least 65,000 golf fans are expected to attend the tournament each year, with over 250 members of staff and a minimum 8-week preparation time for the event.

We are extremely proud to have provided a multitude of structures for this annual event since 2012, and we see it as an integral pillar of our events season.



REFERENCE



SAIL GP

Year: 2022

Location: Dubai, United Arab Emirates

Scope: temporary structures, furniture, fit-out, branding

Size: 2,950 m²

The world's most exciting race on water made its Middle East debut in Dubai Sail Grand Prix 2022, presented by P&O Marinas.

This unique event is a purpose-led global championship that sees teams battling in short, intense races at iconic stadium-style venues across the globe, representing Australia, Canada, Denmark, France, Great Britain, New Zealand, Spain, Switzerland, and the United States.



REFERENCE



DAKAR RALLY

Year: 2020

Location: Kingdom of Saudi Arabia

Scope: temporary structures, furniture, fit-out

Size: 32,400 m²

The route of the first edition of the Dakar in Saudi Arabia explored the vast expanses of the largest country in the Middle East. The drivers and crews faced a total of 7,500 km, including 5,000 km of specials, five of them longer than 450 km. In a country where the desert is king, 75% of the rally was over sand... all types of sand.

We were greatly honored to be a part of the inaugural DAKAR Rally in Saudi Arabia.

Wicked sent 7 teams consisting of a grand total of 557 people to Saudi Arabia to build the bivouacs for each start and finish point of the race. With 12 stages to cover, Wicked executed 9 full bivouacs that leap-frogged each other throughout the two-week mega-project. 7 teams, 5 structure sets, 4 independent furniture sets, 3 independent branding sets and 2 full time logistics managers made this project the success that it was.



REFERENCE



THE SAUDI CUP

Year: 2020, 2022

Location: Riyadh, Kingdom of Saudi Arabia

Scope: fit-out, ac, power, grandstands, landscaping, civil works, MEP, cabins, toilets, fencing, water & waste, branding, scaffolding, AV, lifts, stables

Size: 8,000 m²

Wicked & GL events are extremely proud to have been part of the inaugural Saudi Cup in Riyadh; the 'Richest Horse Race in the World'.

Wicked & GL were commissioned to deliver a full turn-key solution, covering not only temporary event requirements but permanent civil works and landscaping. Over an 8-week period the teams delivered over 8,000 m² of temporary structures ranging from double deck, a-frames, arcum, rondo's, saddle span and miniform. Alongside this - complete internal fit-out from concept to design in VIP structures, food stalls, exhibitor stands and temporary stables.

Across the site, Wicked & GL delivered over 5,500 m² of scaffolding, temporary grandstands for 1,500, site-wide lighting, over 2km of heras fencing, all water & waste requirements, all branding requirements, temporary power throughout the entire site with primary and secondary distribution and all landscaping requirements. This included 24,000m² of paving, 65,000m² car park base, 26,000 plants and 12,000 m² lawn.



REFERENCE



WATCH WEEK

Year:	2021
Location:	Dubai, United Arab Emirates
Scope:	temporary structures, furniture, fit-out, scaffolding, branding, custom scenic
Size:	4,000 m ²

Established in 2015, Dubai Watch Week's objective is to provide an educational platform to the global horological community on the watchmaking culture and craftsmanship - showcasing the artistry in making timepieces.

The main event goal is to establish Dubai as a hub in the watch industry and negate the intimidation that commonly surrounds luxury watches and timepieces.

A high-end temporary set up, made to look like a permanent installation. AC, anchorage and electrical integration needed to be seamless and hidden without impacting functionality - and most structures modified to increase ceiling height.



REFERENCE



VISA ACTIVATION

Year: 2022

Location: Qatar

Scope: temporary structures, fit-out

Size: 950 m²

In a first-ever collaboration set to bring football fans an experience to remember, Visa and Crypto.com unveiled Visa Masters of Movement, a hybrid experience that kicked off with a pre-event NFT auction of some of FIFA World Cup and FIFA Women's World Cup's most memorable, iconic goals.

The auction was part of the broader Visa Masters of Movement in Qatar, which is an on-site fan experience that includes an indoor LED soccer pitch where guests wear motion capture sensor vests made by Kinexon to track their movements. The four-minute matches can host up to six players on each team and will be played with an Adidas smart ball embedded with sensors from Kinexon. The player and ball tracking experience for fans comes as this year's World Cup will be the first played with a connected ball from Adidas and Kinexon to support faster automated reviews for offsides decisions.



REFERENCE

ART DUBAI

Year:	2022
Location:	Dubai, United Arab Emirates
Scope:	temporary structures, furniture, fit-out, custom scenic
Size:	8,000 m ²



Wicked showcasing our abilities for high-end interior fit out for this temporary Art gallery in Dubai.

Utilizing our highly skilled in-house designers to create bespoke designs which constantly exceed our client's expectations whilst maintaining budgets and meeting design criteria.

This design was created to very strict branding guidelines, we worked in constant contact with the client during the design phase to ensure that every element was perfectly suited to the target look and feel.

From a technical point of view this design gave us some challenges. Creating an HVAC solution to maintain a comfortable internal temperature in a structure open to the outside took very careful engineering and dynamic air flow modeling.



REFERENCE

RAMADAN LECTURES

Year: 2022

Location: Abu Dhabi, United Arab Emirates

Scope: temporary structure, fit-out

Size: 1,200 m²



Majlis Mohamed bin Zayed hosted a series of four lectures that shed light on communities and the future, in addition to addressing timely topics of geopolitical stability, technology, and health. Through open and candid dialogues with experts, the series aims to address the challenges society collectively faces today, while facilitating a united sense of community.

Organised by the Majlis Mohamed bin Zayed at the Sheikh Zayed Grand Mosque, the lecture was presented by Salim Ismail, Founding Executive Director of Singularity University, Co-Founder and Chairman of OpenExO, and Member of the Board of Directors of the XPrize Foundation.



REFERENCE



MAINE

Year: 2022

Location: Dubai, United Arab Emirates

Scope: temporary structures, fit-out, branding

Size: 250 m²

The Maine is a Dubai-based New England Brasserie Company known for serving seafood and brasserie style dishes.

Established in 2014 by Pine Tree State Trading Company, The MAINE, which first opened in a loading dock at the far edge of Dubai's coastline, has since become the leading New England brasserie company in the region, with three locations now open in JBR, Studio City, Business Bay and a Taco Truck that is touring events around Dubai.



REFERENCE



OMAN OPEN

Year: 2013-2020

Location: Muscat, Oman

Scope: temporary structures, fit-out, furniture, toilettes, custom scenic

Size: 2,100 m²

The Oman Open forms part of the European Tour and is played annually at Al Mouj Golf in Muscat.

The Oman Open has been part of the European Tour since 2018, but the journey started in 2013 when the European Challenge Tour first came to the Sultanate, returning each year until 2017. The event has grown year on year, in strength and reputation, and is now a firm favourite amongst the European Tour players.



REFERENCE



ASIAN GAMES

Year: 2018

Location: Jakarta, Indonesia

Scope: temporary structures, fencing and barriers, containers, scaffolding and platform, grandstands

Size: 45,000 m²

The 2018 Asian Games was a continental multi-sport event that was held from 18 August to 2 September 2018 in Jakarta and Palembang. A variety of sports ranging from swimming to cycling and track events were held in Jakarta, featuring 463 events, 11,000 athletes in 44 sports with 45 countries & regions participating at 65 competition venues, supported by more than 13,000 volunteers on site.

Together with GL events, the project team consisted of 180 people from 23 different countries, as well as more than 1,000 local workers.

A total of 45,000 m² of temporary structures have been installed in Jakarta, making it one of WICKED's largest projects to date.

#beWICKED



www.wicked.ae