

The DockX

Where Fun Happens

CONCEPT OVERVIEW

by

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INTRODUCTION

Fawasel, an entertainment and tourism company founded by Dallah Albaraka in 2021, was established to spearhead the group's efforts in the entertainment and tourism sectors in Saudi Arabia, as part of Dallah's continued commitment to being a success partner in realizing the Kingdom's Vision 2030.

Fawasel is launching The DockX— its first entertainment center in Red Sea Mall, with a diverse offering of interactive games including AR bowling, mini-golf, karaoke and more all within a social dining space and a live performance stage designed to bring people together, fostering lasting memories and social bonds.



THE CONCEPT

Inspired from the realm of shipping containers in Jeddah, the DockX emerges as a worldwide entertainment hub. Each container within the DockX symbolizes a different country, hosting carefully selected games from various corners of the globe, immersing participants in a diverse world defined by the latest trends.

Inside, temporary installations seamlessly blend with interactive experiences and activities. . Each corner reveals its distinctive identity, guaranteeing that every exploration becomes a unique and visually captivating adventure.

The DockX transforms the ordinary into the extraordinary, inviting visitors to discover endless possibilities in its entertainment universe.



LOOK & FEEL



• Skid Karting

• Party Rooms

• Card Rooms

• AR Billiard

• Karaoke

• Foosball

• Immersive Room

• Dining

• Dj Booth

• AR Bowling

• Interactive Tiles

• Footbot

• Stage

• Mini-golf

LOOK & FEEL



Mini-golf



Bowling



Karaoke



DJ



Dining



Stage

EXPERIENCES

AR Bowling

A multitude of interactive games on exclusive bowling lane, enhanced with cutting-edge projection and light effects.

With a new realm of excitement while continuously exploring a diverse game options with friends and family.

Every visit promises a fresh and enjoyable experience, making each moment spent together a memorable and dynamic occasion.

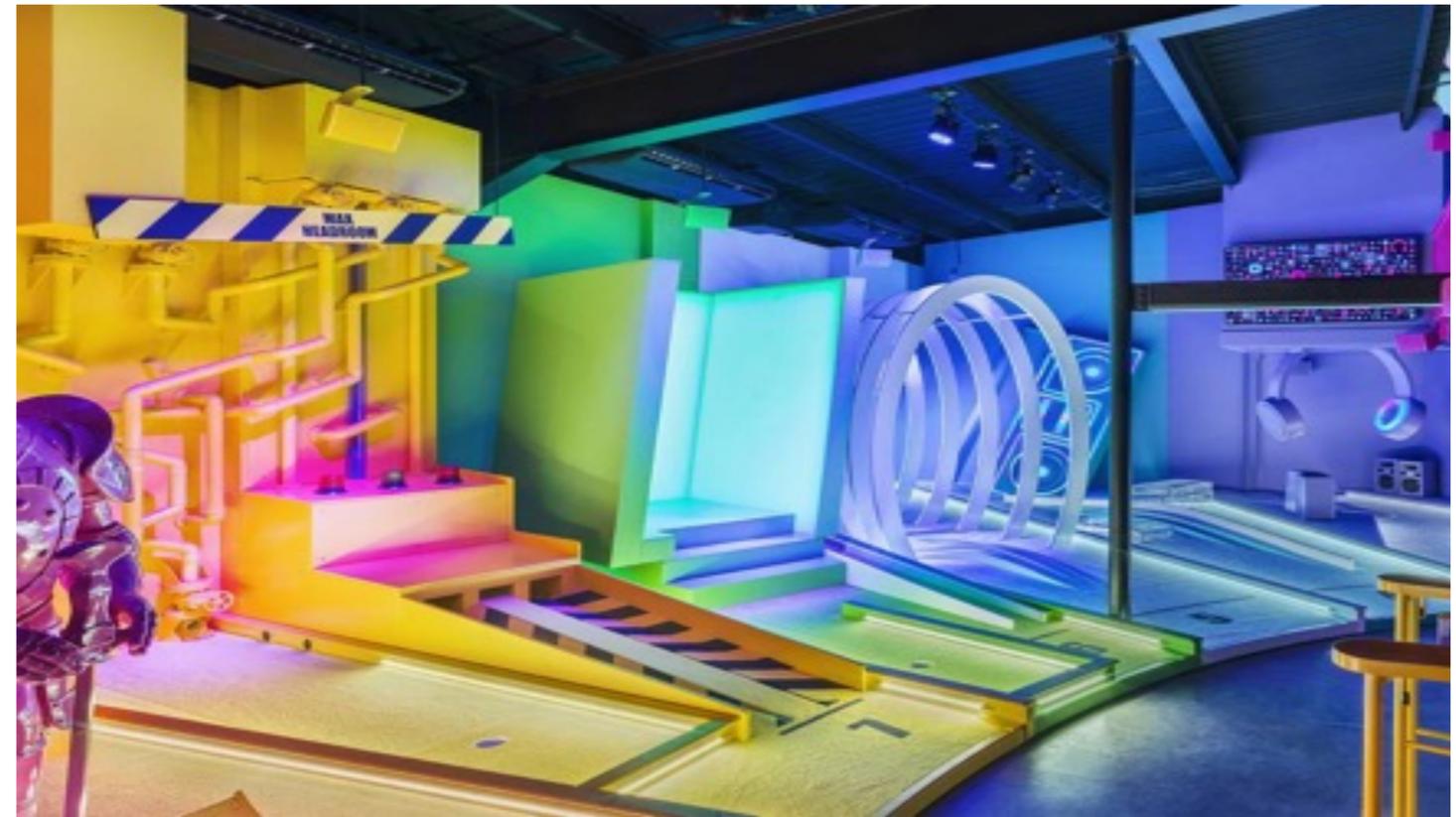


EXPERIENCES

Mini-Golf

Experience the pinnacle of innovation at this golf course, seamlessly blending cutting-edge technology with entertainment.

With a sophisticated tracking system, you can navigate each hole strategically, accumulating points on your journey to becoming the ultimate player. Every hole is a unique adventure, enriched with interactive elements that elevate your golfing experience to new heights.



EXPERIENCES

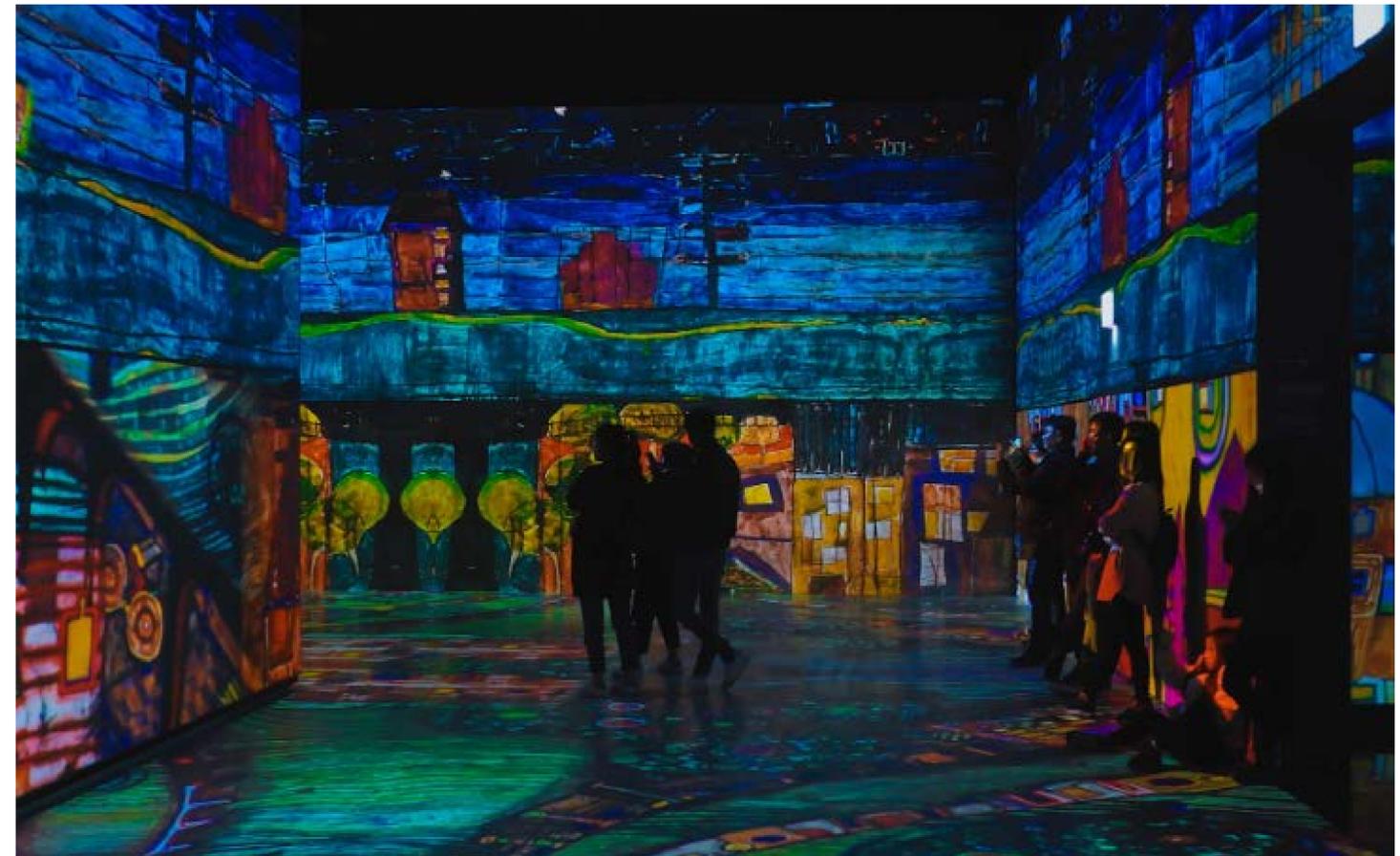
Immersive Room

A transferable adaptable space, equipped with state-of-the-art projectors, into a dynamic canvas for a myriad of activities.

From temporary games and social parties to events and art exhibitions, the possibilities are endless in this versatile environment. Harnessing the power of flexibility and creativity to make every occasion a memorable and unique experience.

Current Experiences

- Under the Red Sea
- Soccer Stadium



EXPERIENCES

Dining

A delightful dining experience at The DockX, where simplicity meets excellence. Our menu is thoughtfully crafted for sharing, offering a selection of favorite Gen Z delights. From classic burgers and crispy French fries and a variety of hot and cold drinks, our offerings are designed to satisfy every craving.

At The DockX, we believe in the joy of simple yet delicious food, providing a dining experience that resonates with the diverse tastes of the modern palate.



EXPERIENCES

Karaoke Room

Elevating every celebration in our exclusive karaoke rooms, tailor-made to revel in a private and festive atmosphere.

Giving the space to unleash the inner star, surrounded by the perfect blend of fun and intimacy, and creating unforgettable memories during a private party.



EXPERIENCES

Stage

This multifaceted event space serves as the entrance to a world of captivating performances.

Casting a spotlight on magnificent dinner shows, pulsating with the rhythmic beats of live music bands, and radiating the infectious energy of lively parties, the DockX truly comes alive on this flexible stage.

With a dazzling fusion of lights, music, and performances, the dockX crafts nothing short of thrilling and electrifying experiences.



The DockX

Where Fun Happens

BRING OUT THE GAME IN YOU

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