

**START YOUR STORY...**







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# THE CREATIVE SERVICES GROUP

**340+**  
PROJECTS AROUND  
THE WORLD

**60,000,000+**  
VISITORS EACH  
YEAR

**35+**  
COUNTRIES WE  
HAVE WORKED IN

**45+**  
AWARDS  
ATTAINED

**180+**  
CREATIVES ACROSS  
THE GLOBE

**17+**  
YEARS  
EXPERIENCE

# WHO ARE WE?

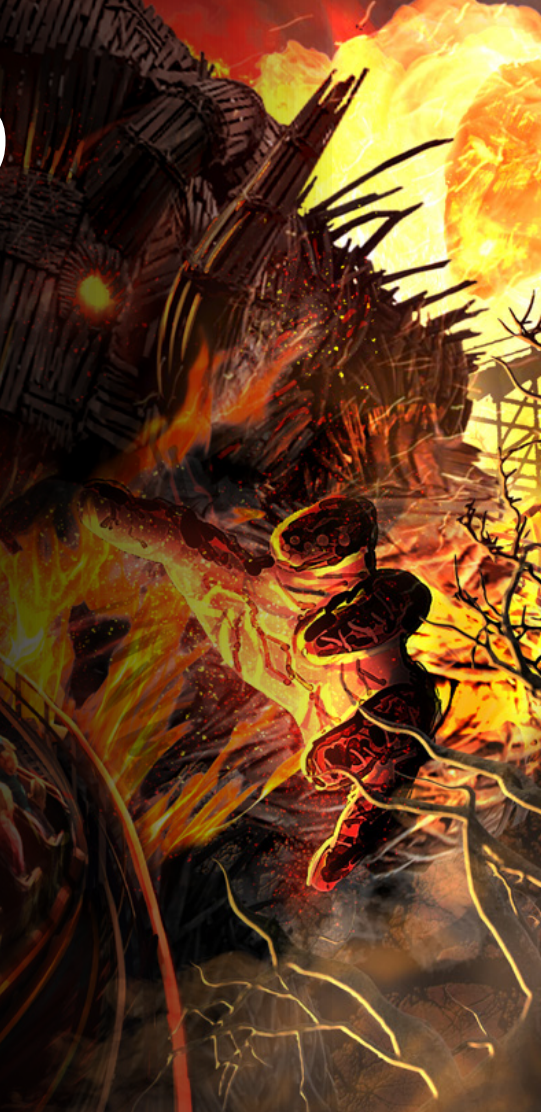
## WORLD LEADING EXPERTS IN EXPERIENCE DESIGN & REALISATION

Scruffy Dog Creative Group is a global entertainment design & realisation company.

We are experts in Experience Design, Creative Build, and Creative Project Management for Theme Parks, Waterparks, Resorts, Attractions, Museums, Live & Experiential Events, and TV & Film.

Our award-winning, multi-disciplinary team of talented individuals come from the biggest names in the creative industry, from Walt Disney Studios, Universal Studios, The Lego Group, DXB Entertainment, to Warner Bros Abu Dhabi, and Merlin Entertainments. Obtained at prestigious heights, this diverse experience equips our team with the knowledge and know-how to deliver results of unparalleled quality.

The quality of the projects our team have delivered over the past 16+ years has enabled us to build a reputation as one of the world's leading and most trusted consultants for the leisure-based & live entertainment market. This standing in the industry has allowed us to work with some of the biggest clients from across the globe including contracts on the giga projects of NEOM and Qiddiya in KSA, as well as several highly ambitious projects for THE RIG and Universal among others.



# 3, SOON TO BE 4, LEADING CREATIVE STUDIOS IN LONDON, BARCELONA, DUBAI, AND RIYADH

Our head office and think tank studios specialising in out-of-the-box creative is based in London, UK. Across Europe, our sister studio in Barcelona, Spain is dedicated to planning, development and delivery, taking the concept to creation for each of our projects. To complement the two creative studios, and to support the continued growth and our projects in the Middle East, our organisation also boasts a design hub based in Dubai, UAE with a fourth studio opening in Riyadh later this year.

Our international presence in the entertainment industry ensures that we continue to attract the highest calibre of projects across the globe, as well as industry-leading talent to our door.

LONDON

BARCELONA

BIRMINGHAM

DUBAI

RIYADH



# STATE-OF-THE-ART PRODUCTION FACILITIES IN THE UK'S INDUSTRIAL CAPITAL

Unlike any other studio in our industry, Scruffy Dog Creative Group has a world-class, ISO-certified production facility and the team to match. This allows us to transform your creative vision into a guest experience under one roof. Our state-of-the-art factory and scenic studios in Birmingham, UK is one of the largest in Europe and features the latest equipment and technology dedicated to catering and delivering for our clients worldwide.

This is what sets us apart from our competitors; we bring incredible concepts from design to reality within your budget, offering a true turnkey solution.

# CREATIVE DESIGN, BUILD & DELIVERY SPECIALIST



**THEME PARKS, RESORTS  
& ATTRACTIONS**



**ZOOS &  
AQUARIUMS**

At Scruffy Dog Creative Group we specialise in the creation and realisation of exciting and innovative experiences. We are ambitious and constantly pushing the boundaries of both design and build. Every one of our clients' projects is truly unique. Because of this, we have built a strong reputation as one of the leading and most trusted consultants for the following industries:





**WATERPARKS**



**DARK RIDES**



**FAMILY ENTERTAINMENT CENTRES**



**IMMERSIVE, CULTURAL & HERITAGE**



**LIVE EVENTS**



**COMMERCIAL INTERIORS**



**FILM, THEATRE & TV**



**BRAND ACTIVATIONS**

OUR TRUSTED PROCESS

# OUR TRUSTED 8 STEP PROCESS

STEP  
01

STRATEGY  
& INITIAL  
CONSULTATION

STEP  
02

BLUE SKY  
& CONCEPT  
DEVELOPMENT

STEP  
03

SCHEMATIC  
& TECHNICAL  
DEVELOPMENT

STEP  
04

PROJECT  
ASSESSMENT  
& PLANNING

STEP  
05

PROJECT,  
PRODUCTION  
& DESIGN  
MANAGEMENT

STEP  
06

PROCUREMENT  
MANAGEMENT

STEP  
07

IN HOUSE  
FABRICATION,  
SHIPPING, AND  
INSTALLATION

STEP  
08

EXECUTION,  
TESTING &  
COMMISSIONING,  
CLOSURE &  
EVALUATION

# EXPERIENCE DESIGN

## UNRIVALLED GUEST EXPERIENCES THROUGH WORLD LEADING MASTER PLANNING & DESIGN

Our experience design division, operating from studios in London, Barcelona & Dubai, boasts one of the largest specialist teams in the world with a portfolio to match.

From mixed-use resorts to independent attractions, it all begins with an idea. This evolves into the narrative that shapes your bespoke visitor experience and sculpts the final concept. Our in-house teams of creatives, artists, architects, engineers & technicians ensure the concept is considered throughout every stage of development, making sure it is realised within your budget.

Our Experience Design division provides the following services:

**STRATEGIC PLANNING & FEASIBILITY**

**MASTER PLANNING**

**CONCEPT & STORY DEVELOPMENT**

**BRAND & GUEST EXPERIENCE DEVELOPMENT**

**SCHEMATIC DESIGN**

**DETAIL DESIGN**

**PRODUCTION DESIGN**

**DIGITAL MEDIA CREATIVE**





## STRATEGIC PLANNING & FEASIBILITY

We offer strategic planning services on all our projects. Within this service, we focus on understanding the client's needs, expectations, budget, time-scales, and more. We also analyse the site for the project, allowing us to understand climate, topography, constraints, etc.

Each new project needs a Feasibility Study, either provided by the client or prepared by our specialist consultants. This service includes Target Market Analysis, Competitive Product Comparison, Tourist Consumption Habits, and Investment Modelling, alongside other parameters that will be key to determining the proper scale of the project as well as establishing the guidelines of our master plan.

## MASTER PLANNING

Our Master planning service brings together the range of attractions, theming, guest amenities, back of house services, circulation flow, and everything else required for the creation of a functioning entertainment destination into an overarching and comprehensive planning document and spacial layout.

Master planning forms a target scope that includes the nature, theme, size, financial parameters and schedule milestones for the project. The result is the creation of planning and development strategies that will be used to establish the Project Programme.



## CONCEPT AND STORY DEVELOPMENT

Once a project begins, our talented concept design team gets to work. Our creatives specialise in using a narrative-led approach to drive forward the development of your concept.

We can either take an existing brand, myth, legend or story and use our expert knowledge to transform it into an exciting guest experience, or create an entirely new, bespoke adventure from scratch.

Once a story is established, our team of artists begin to visualise the attraction. This can be through the use of storyboard sketches, mood boards, and colourful bespoke visuals of key areas, moments and experiences.

## BRAND & GUEST EXPERIENCE DEVELOPMENT

In order to fully define a project, our concept team specialise in producing high-quality visuals detailing each step of the guest experience. These visuals capture a guest's journey through the attraction; from the marquee entrance portal, through the queue line, ticketing, loading areas, to the attraction itself and any post-experience retail or dining, we bring these ideas to life.

Our comprehensive range of artwork ensures a full visualisation of the experience for our clients. Here is where we also develop the brand of your experience; we provide logo design, character and signage services, and the embedding of them within the guest journey.



## SCHEMATIC DESIGN

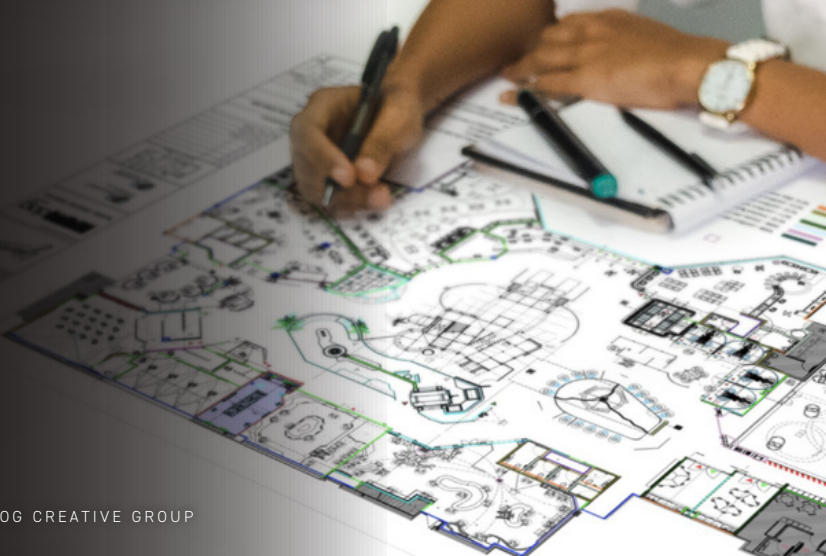
With this service, we identify all the physical elements of the project, how they interact with each other, and locate them to scale within the themed areas. Schematic design becomes the skeleton on which the Detail Design effort is built.

During this process, we implement all elements of design from the conceptual phase into a set of technical documents. This includes the theming, materials and finishes, decoration applications, as well as the development of a preliminary BOQ for all the elements which are part of the themed environment.

## DETAILED DESIGN

In this phase, each solution will be defined to the technical level required for production by theming constructors and suppliers. The design is elaborated upon with a fully detailed description. This includes the intended finishes of the theming, layouts, elevations, and 3D model drawings, all to ensure compliance with concept design.

In this phase, we collaborate with local suppliers to ensure the project meets the regulations, material standards, and security specifications while preserving the artistic quality and visual identity of the concept.





## PRODUCTION DESIGN

Our technical creatives also provide manufacturing drawings for all of a project's individual themed elements to be taken forward to the production phase.

From the smallest puzzle in an escape room, to signage and larger props for museum exhibitions, our Birmingham based production design team produces complex manufacturing drawings with leading software for our creative build workshop team.

## DIGITAL MEDIA CREATIVE

In addition to our 2D art services, we also employ a team of leading experts in 3D software, from SketchUp and Blender, to Maya and Unreal Engine.

Our talented digital design team specialise in the production of highly accurate, full-colour flythroughs (compatible with VR headsets) of the attractions we design. These are then enhanced with audio and visual effects by our VFX specialists creating fully immersive 360° virtual representations of the guest experiences.

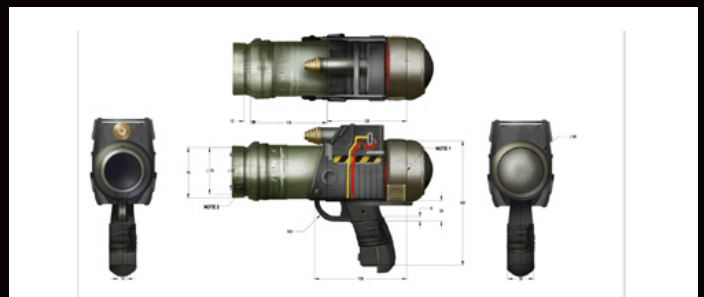
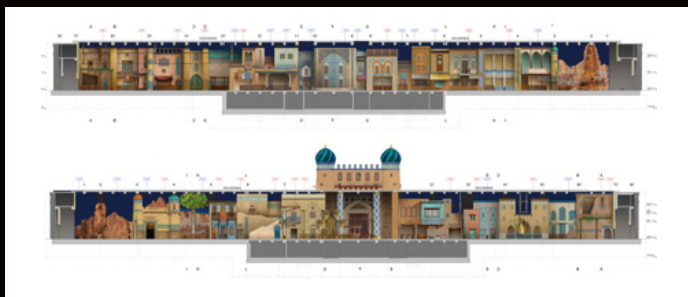
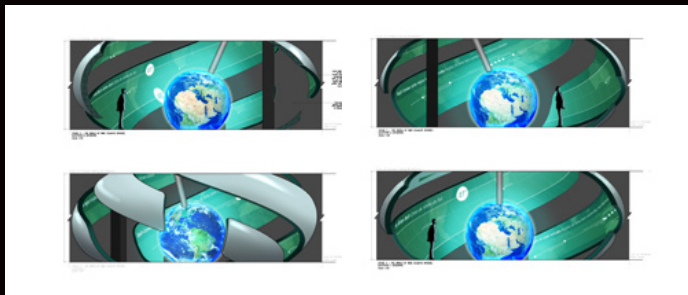
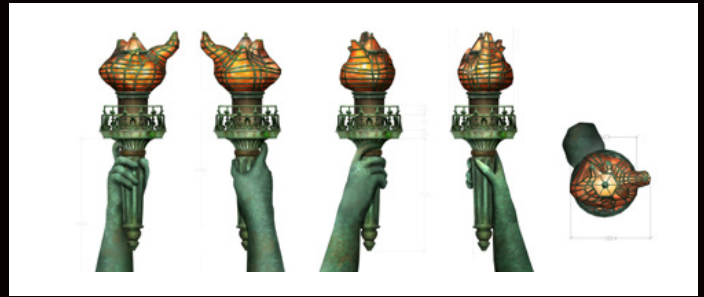
Our digital creatives also have a wealth of experience in the provision of pre-visualisation services for film and TV.

ILLUSTRATIVE MASTER PLAN EXAMPLES









# CREATIVE BUILD

## BUILDING TO INSPIRE WITH STATE-OF-THE-ART CREATIVE PRODUCTION FACILITIES

Our Creative Build team has over 17 years of experience bringing creative, cost-effective solutions to our clients. Powered by our internal resources and utilising the latest machinery and innovative production practices, we ensure all of our projects are executed to the highest specification.

Situated in Birmingham, the industrial capital of the UK, SDCG Productions Ltd occupies a 40,000 sq. ft, ISO9001 certified production facility that's staffed by an experienced and committed team of specialists drawing from decades of hands-on, industry experience.

Our Creative Build division provides the following services:

**PROJECT & PRODUCTION MANAGEMENT**

**TECHNICAL DESIGN & ENGINEERING**

**3D PRINTING & PROTOTYPING**

**CARPENTRY & JOINERY**

**METAL FABRICATION**

**3, 5 & 7 AXIS CNC MACHINING**

**SCULPTURE STUDIO**

**MOULD MAKING & CASTING**

**COATING & COMPOSITES**

**SCENIC FINISHING**

**ANIMATRONICS**

**INSTALLATION & LOGISTICS**



## PROJECT AND PRODUCTION MANAGEMENT

From the design development to fabrication and installation, our devoted Project Managers, Technical Producers, and Production Managers take care of each project, guiding it from concept to completion. Working across teams, they simplify processes, saving you time and money. With their own specific expertise, they manage various areas, overseeing all steps including creative intent and translation, supply chain communication, scope, budget, and on-time delivery.

## TECHNICAL DESIGN & ENGINEERING

Our dedicated team of technical designers and engineers follow a project from initial design through fabrication to installation on site, ensuring results that are safe, efficient, and true to artistic intent.

Through thoughtful planning and years of experience, we find creative solutions for any challenge and transform the most complex designs from ideas to reality.



### 3D PRINTING & PROTOTYPING

Our skilled workshop team specialises in the creation of bespoke prototypes using our state-of-the-art machinery and software including 3D scanners, printers, 3, 5 & 7 axis CNC's and laser cutters, accompanied with traditional model making skills.

These early-design prototype pieces give our clients a chance to see a realised product swiftly so they can identify design improvements and iterate again with a short turnaround. This way, we make sure our client is completely satisfied with the creative direction before making significant investments.

### CARPENTRY & JOINERY

Our carpentry shop is filled with some of the best craftspeople in our industry. They use their expert knowledge to shape and fuse a broad range of materials such as glass, wood, or high-pressure laminates.

Our craftspeople work closely with our technical designers and project managers to solve complex artistic and build challenges delivering stunning products to our clients.

## METAL FABRICATION

Scruffy Dog Creative Group offers one of the most flexible and productive metal fabrication facilities in the industry.

Encompassing a wide variety of crafts and skills, our fabricators can create anything from decorative pieces to large steel frameworks. At Scruffy Dog our team of engineers and metal fabricators are not only makers, but artists too.

## 3, 5 & 7 AXIS CNC MACHINING

Within our workshop we have machinery that enables us to craft almost any material into almost any shape. Our 3-axis machine can cut a wide array of sheet material from metal to foam.

The 5-axis machine enables us greater freedom and is frequently used to cut intricate shapes from polystyrene foam and some harder foams with its exclusive hotwire.

Our 7-axis robot, manufactured by Kuka, enables us to achieve the greatest intricacy. It can be used for milling and modelling with its four interpolated axes, and as a standard 3-axis milling machine and hot wire cutter. The robot also allows us to produce more complex geometry objects with under cuts and has a far shorter production time than the 5-axis.

## SCULPTURE STUDIO

Our talented sculpture team specialise in creating complex and highly accurate busts of famous characters and creatures from a range of blockbuster IPs for theatre and display purposes. The models are created from a combination of techniques combining CNC machining, 3D printing, casting, and traditional clay sculpture methods.

The models are then painted by our scenic painting team to create incredibly lifelike results.

## MOULD MAKING & CASTINGS

Our skilled workshop team are experts in the creation of complex moulds used to produce intricate GRP components. Our team works with a range of techniques and with a variety of materials, including working with GRP directly.

We use traditional manufacturing methods where necessary alongside more modern casting techniques such as rotacasting. Rotacasting provides high-quality, repeatable, lightweight and hollow 3D castings. This fast, low-labour-intensity process allows us to save on labour costs and production time, savings we pass on to our clients.



## COATING & COMPOSITES

Our skilled technicians apply a variety of coatings and composites to finish large and small-scale elements with speed and precision. Including pure polyurea, polyurethane, hybrid polyurethane/polyurea mix, various resins such as polyester and epoxy systems, and an eco friendly water based system called Jesmonite. The team also specialise in GRP and Carbon Fibre fabrication to create cost effective, lightweight, strong, corrosion and temperature resistant structures.

Our facilities include dual component spraying systems, 6 x extraction spray booths where we can achieve ultra-high gloss, dead matt, reflective chrome, gold shades, pearlescent, iridescent, and metallics. We also host dedicated GRP and carbon fibre suites, and CNC operations. Our coatings meet ISO, BS, EURO, and international standards.

## SCENIC FINISHING

Our skilled team of scenic finishers can turn their hands to almost anything; the opportunities for your projects are near limitless.

They have experience in virtually the entire range of painting and crafting techniques, and they're experts in the use of an array of different media. Whatever finish our clients require, we can achieve it.



## ANIMATRONICS

We work with our trusted partners to integrate the latest electronic engineering technology and bring amazing models to life. We design and develop our models in-house, simultaneously using a range of technologies including electronic, robotic systems, mechatronics, servo-controlled systems, and hydraulic and pneumatic systems to embody movement in our creatures or displays.

We utilise commercially available control systems, or if required, custom control software. We work closely with our clients to deliver solutions that meet and exceed their creative and technical aspirations.

## INSTALLATION AND LOGISTICS

Our installation team can turn their hand to any project, big or small, in the UK or beyond. We employ experts in all necessary disciplines such as ropes access and more.

Whether your project needs to go down the road or around the world, we will make it happen on time and on budget. From box trucks and trailers to sea containers and air charter, we work with some of the largest logistics companies in the world to ensure your project gets from point A to B safely and intact.





# CREATIVE PM

## YOUR EXPERT CREATIVE PROJECT MANAGEMENT PARTNER

At Scruffy Dog Creative Group, we intimately understand the complexity of large-scale experience and entertainment projects and the challenges our clients face in ensuring their easeful ideation, design, and realisation. Thanks to our extensive experience at the cutting edge of this arena, we have become experts in managing these processes. From overseeing early ideation and visualisation to managing the design and master planning phases of our own projects, we are specialists at maintaining efficiency as well as maximum creativity and attention to detail all while still keeping to strict deadlines. We offer this experience and expertise as a stand-alone service package for our clients.

Our team of industry experts can help oversee an enormous range of creative design projects. We will serve as creative guardians and manage thematic specifications as well as offer tender preparation and specialist vendor management. If you are looking to embark on a new entertainment or experience design project, we can help you achieve it.

Our Creative Project Management divisions provides the following services:

**CREATIVE ADVISORY AND GUARDIANSHIP**

**THEMATIC SPECIFICATION MANAGEMENT**

**PROCUREMENT MANAGEMENT AND SUPPORT**

**PROJECT MANAGEMENT**

**DIGITAL SUPPORT**

**SHOW CREATIVE INTEGRATION**





## CREATIVE ADVISORY AND GUARDIANSHIP

We oversee all design stages as creative specialists for theming and show elements, starting from schematic design and culminating with detailed design. Scruffy Dog Creative Group's team reviews the creative design development through all stages and provides guidance & solutions to potential problems that align with the creative vision.



## CREATIVE GUIDELINE DEVELOPMENT

To ensure the creative vision remains intact throughout the process, we develop a comprehensive creative & art direction guidance package, known as the Theme Performance Specifications (TPS). This package includes references, materials, colours, design guidelines, safety requirements, and operational guidelines to ensure compliance from the wider supply chain. We also prepare physical samples for the client to ensure no variance in materials and finish from the final delivery. All of this guarantees a consistent aesthetic language that is standard-compliant, especially during the tender stage, but all the way through to installation.

## PROCUREMENT MANAGEMENT & SUPPORT

During the tender stage for theming and specialist packages, we provide support with package preparation, vendor selection, 'pre-qualification questionnaire' (PQQ), technical evaluation, and award recommendation. We determine the full material requirements detailed in the briefing documents and 'issued-for-construction' (IFC) technical drawings before drawing up a purchase order for one of the carefully vetted suppliers from our Approved Suppliers List. We'll also make sure that each supplier knows the exact details of their scope and ensure there are no gaps in the final delivery.

## PROJECT MANAGEMENT

We provide specialist project management services, delivering value for money by providing the highest standards and utilising our vast pool of experienced talent. Our team works to facilitate the best possible processes for our client's projects so that they're delivered on time, on budget, and to the highest possible quality. Our specialist services include Concept Validation, Project Controls Procedures, Programme Scheduling, Contract & Legal, Quality Management, Shipping & Logistics, Complete Site Acceptance Testing Plan (SAT), and many more..

## DIGITAL SUPPORT

We support our projects with our extensive digital toolkit including Building Information Modelling (BIM), a technical platform used in all major projects. Our BIM expertise provides our clients with a virtual model of their project to explore and refine before moving into realisation. We also offer business intelligence (BI) reporting and data visualisation across the lifecycle of a project to provide client options & solutions and to make sure the very best insights inform every decision.

## SHOW CREATIVE INTERGRATION

At the final stage of the project, we provide creative integration direction for all show elements (Theming, Audio, Video, Lighting, Media, Special effects, etc), making sure that all these disparate elements from a wide range of suppliers cohere with each other seamlessly. This way, we make that every detail of the final, realised product is in line with the original creative vision.

# 340+ PROJECTS GLOBALLY





# PROJECTS IN DEVELOPMENT

**WE HAVE COMPLETED OVER 340 SUCCESSFUL PROJECTS FOR CLIENTS ACROSS MORE THAN 35 COUNTRIES**

Scruffy Dog Creative Group have been in business for over 17 years, during which we have undertaken projects across all corners of the globe. These projects have ranged from those focusing solely on the realisation of other's designs through our production expertise, to the concept design and master planning of attractions and entire theme parks and resorts. Many of our projects have also been turnkey with our talented team taking ideas from initial discussions with stakeholders through the entire design process, to manufacture and installation. We have undertaken hundreds of projects for clients ranging from independent design consultancies and construction companies to giants of the leisure entertainment industry such as Disney, Universal Studios, Merlin Entertainments and LEGOLAND.

Currently we are working on several exciting projects, and act as one of the principal consultants in the development of large-scale leisure projects of international fame in The Middle East in the form of NEOM, Qiddiya, Miral and THE RIG.

## QIDDIYA, KSA

Our services include creative & experience design, concept & detail development and creative build & delivery on site across multiple large scale themed developments under the Qiddiya Brand. Including extensive ongoing work with Six Flags and the brand new Dragon Ball Theme Park.



## NEOM, KSA

As one of the entertainment consultants helping to develop NEOM's entertainment portfolio, the prestigious megacity in the Kingdom of Saudi Arabia, through the provision of creative & experience design, concept development and attraction planning services.

We are now moving into schematic and detailed development with some of the incredible schemes.



## THE RIG, KSA

We provided vision, concept development, master planning, schematic, and digital animation services for THE RIG, an unprecedented tourism destination on oil platforms in the Arabian Gulf standing impressively high above the ocean and offering thrill-seekers exhilarating moments in the new scale of adventure. Our team was appointed in the initial phases and we are pleased to confirm we continue our journey for this amazing entertainment destination.

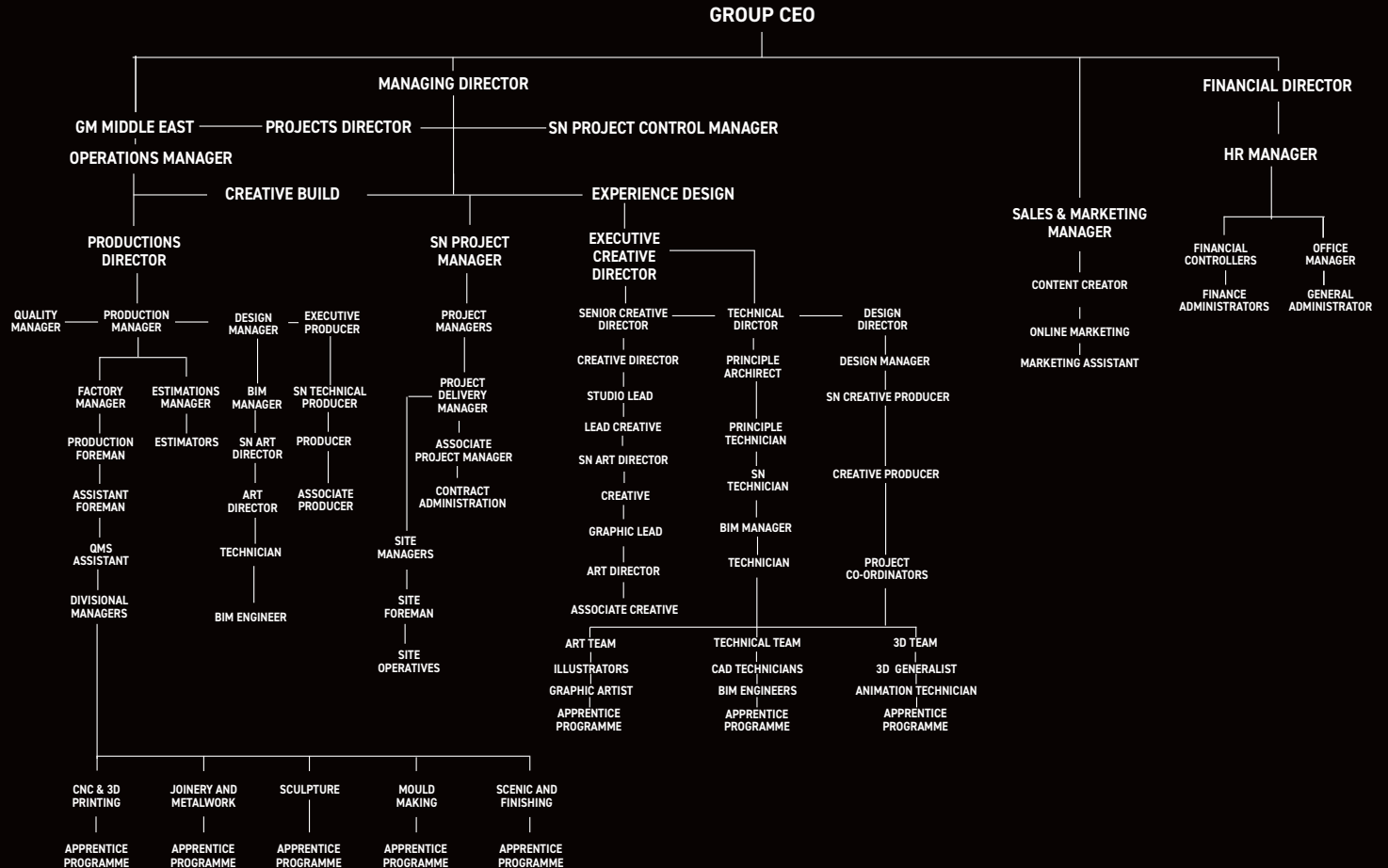


# MEET THE TEAM

180+ CREATIVES ACROSS THE WORLD







# TO BE CONTINUED...

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## THE DUBAI STUDIO

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Dubai  
United Arab Emirates.

## THE RIYADH STUDIO

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Ar Rabwah District  
Saudi Arabia