



INVITATION ONLY

PREPARED BY ZERO

W Riyadh KAFD

Grand Opening

LOCATION

KAFD, Riyadh

DATE

End Oct — Early Nov

TIME

18:00 — 01:00

GUESTS

400



THE BRIEF

One of Saudi Arabia's most anticipated hotel openings.

400

Total guests

100

Owners, investors & VIPs

- Hotel ownership
- Investors
- Key stakeholders

300

Media & local teams

- Regional media
- Influencers & KOLs
- W / Marriott teams

7h

18:00 to 01:00

THE CONCEPT

Saudi hospitality, W energy. Held in balance.

The hotel is already a canvas. Our role is to choreograph it, not decorate it further.

VISUAL LANGUAGE, DRAWN FROM THE PROPERTY ITSELF



Bronze

Sahari pergola



Black stone

Lobby marble



Travertine

Facade & floors



Deck teal

Wet Deck & pool



GUEST JOURNEY

Nine touchpoints. One continuous story.



01

Arrival & Valet

The change in atmosphere has to be immediate.

- ◆ Valet at the entrance, no imported structure competes with the facade
- ◆ Ushers on the door from minute one
- ◆ Restrained branding: signature scent, low warm light





02

Registration & Lanyard

One scan, one identifier, zero friction.

- ◆ Invitation scanned at a discreet desk
- ◆ Branded lanyard, subtle Saudi pattern woven into the W identity
- ◆ **Risk:** one desk for 400 guests is the biggest flow bottleneck of the night

03

Lobby Welcome

A room that already does the talking.

- ◆ Dates and Saudi coffee, offered by ushers
- ◆ No added set dressing, the black-and-sand marble carries the moment
- ◆ Human welcome, not architectural





04

The Connector

Hotel residents, folded in, not walked past.

- ◆ Oud player, Saudi undertone in the background
- ◆ Bakhoor carried through the room
- ◆ Saxophonist at the shared floor, invited guests and residents together

05

Left Side Lounge

Live jazz, and a mixology program built for this market.

- ◆ Jazz band live at the W Lounge bar
- ◆ Saudi Arabia serves no alcohol, so the bar's signature is a bespoke non-alcoholic collection
- ◆ Presented as its own creation, not a substitution





06

Second Floor, the Reveal

A short ride, then the register changes.

- ◆ One elevator ride to the Wet Deck
- ◆ Light branding: an invitation for residents to join a future night
- ◆ Arrival directly into the teal-and-bronze signature corridor

07

Wet Deck

The evening opens up.

- ◆ Warm-lit indoor lounge and terrace
- ◆ Free circulation between Wet Deck Pool and Sahari
- ◆ Guests set their own pace before the two marquee moments





08

Wet Deck Pool

The night's center of gravity.

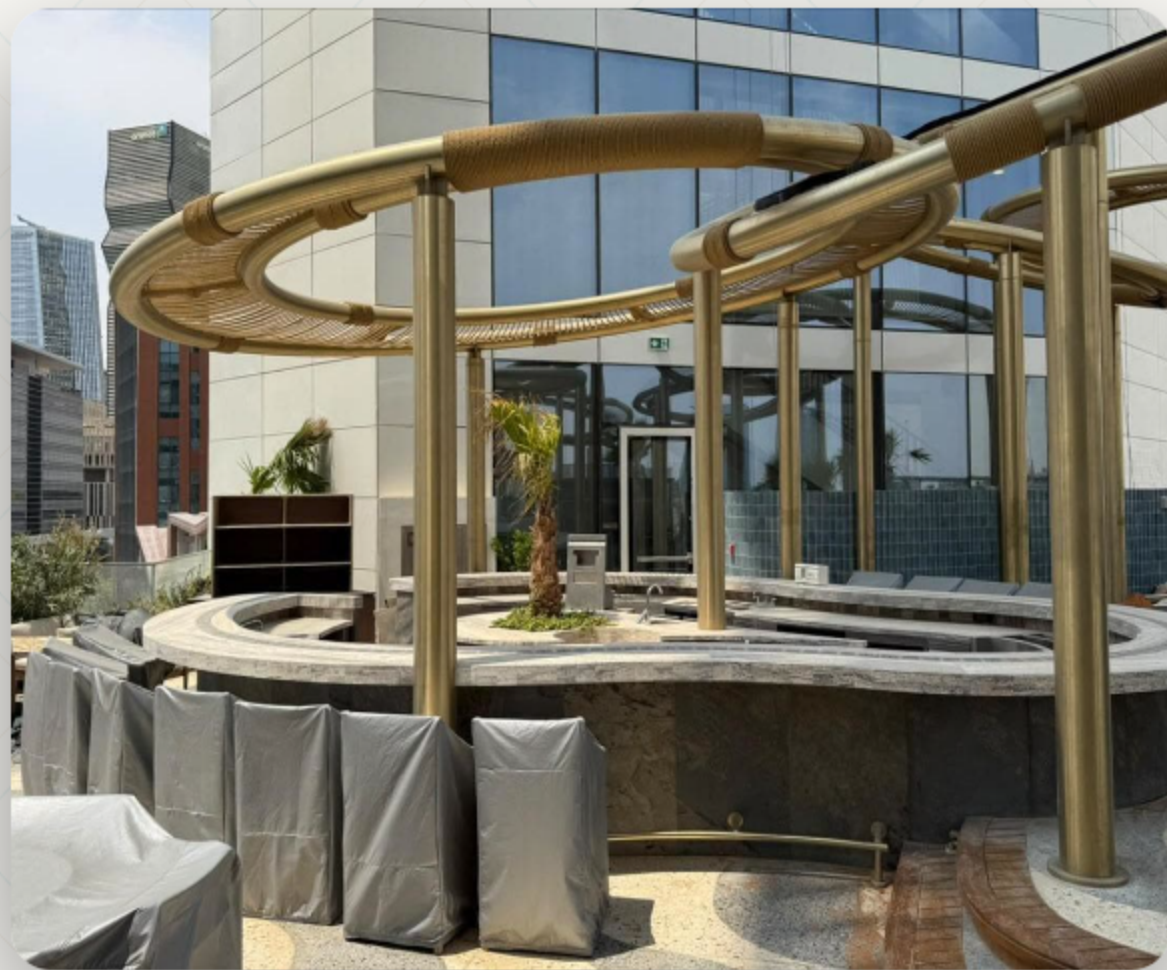
- ◆ DJ booth built into the sunken poolside couch
- ◆ Name-DJ set, social hour into full energy
- ◆ Lighting rebuilt across the deck for after dark

09

Sahari

A regional voice, live, under the hotel's own pergola.

- ◆ Known regional or local artist, roughly an hour
- ◆ Staged beneath Sahari's ring-form bronze structure
- ◆ Lighting built specifically for this set



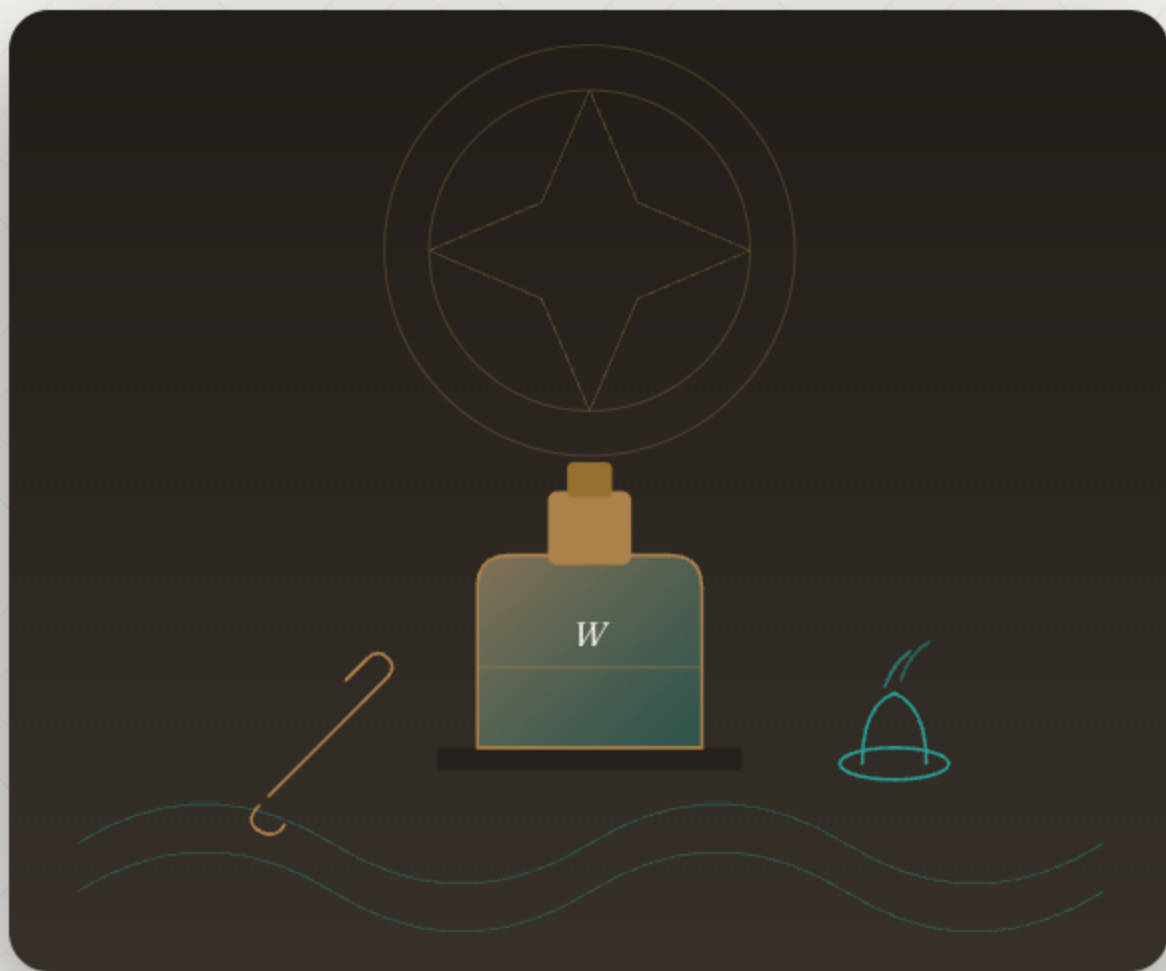
10

Departure Gift

A scent made in front of them. A name on the bottle.

- ◆ Bespoke perfume counter, a scent blended on the spot
- ◆ Calligrapher personalizes each bottle with the guest's name
- ◆ The last thing they touch, the first thing they'll talk about

Concept illustration, styled to the property's own bronze, black stone and Wet Deck teal.



BEYOND THE BRIEF

Six additions worth the budget.

01

Facade Signature

Light and mapping on the building's own facade, one fixed hour, visible across KAFD.

02

Opening Ceremony

Staged unveiling, oud overture, one clean shot for media to remember.

03

A Composed Score

Oud, bakhoor and saxophone unified, carried live zone to zone.

04

Scent As Signature

A named perfumer as guest of honor, a permanent scent kept after the night ends.

05

Culinary Theater

A regional chef, live, reimagined Najdi or Hijazi tasting, its own destination.

06

A Content-First Corner

One deliberately lit, co-branded moment built for 300 media and creators.

EVENING FLOW

Seven hours. No zone peaks alone.

18:00

Doors, valet & registration

Staggered waves, VIPs precede media.

19:00

Lobby & Left Side live

Connector, jazz band, mixology.

21:00

Wet Deck Pool & Sahari open

DJ set, regional artist.

01:00

Close

Last guests through the gift station.

18:30

Opening ceremony

Staged unveiling in the lobby.

20:30

Facade signature moment

Visible across KAFD.

23:30

Departure gift opens

Perfume & calligraphy.

THANK YOU

Let's open
W Riyadh KAFD.

PREPARED BY ZERO FOR W RIYADH KAFD

