

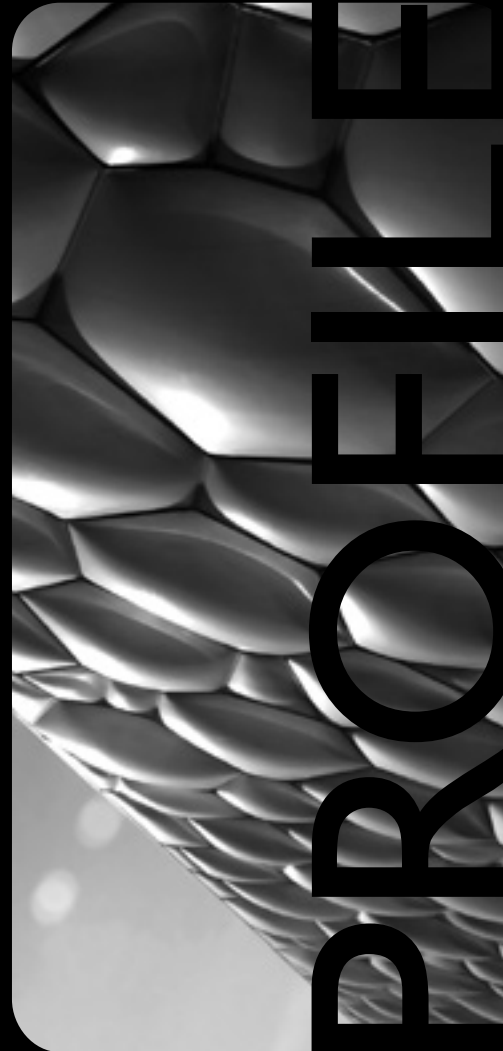


ਰਚਣਾ ਚਲਾਉਂਦੇ ਵਈਹੀ...!



ਵਰਣਾ ਚਲਾਉਂਦੇ ਵਈਹੀ ਅ ਵਈਹੀ

Design, development and delivery
17 competition venues
6 non-competition venues
Delhi 2010 Commonwealth Games



DESIGNSPORT™ specializes in the development and promotion of Sport through Architecture, Design and New Media.

The foundation of **DESIGNSPORT™** in the extensive working knowledge acquired by its core team members in over 10 years of designing, developing and delivering events for Major Event Organizing Committees, National Olympic Committees and Sporting Authorities.

Building on its understanding of the world of sport, **DESIGNSPORT™** sets out to pioneer the profession through activities implemented under its 3 divisions:

- DESIGNSPORT™**
master planning architecture overlay bid files
- FILMSPORT™**
art film graphic animation new media
- GOODSPORT™**
sport for developing communities education

The Team is a dynamic, multicultural combination of master planners, architects, sport specialists, ex-athletes, film makers and more.

The team is internationally based with headquarters in Qatar; India, Australia, Italy and Greece.



Competitive edge **DESIGNSPORT™**

- Extensive working knowledge of major event client bodies and authorities
- Thorough knowledge of major event infrastructure design, development and delivery
- Detailed knowledge of event procurement process
- Proven skills in collaborative design solutions
- Exhaustive knowledge of major event operations
- Specialists in team building and mentoring across cultures, languages and continents
- Excellence in stakeholder relations



Building on the success of recent projects, **DESIGNSPORT™** contributes innovative, competitive solutions for a variety of clients.

Our strong commitment to intelligent, visionary responses has resulted in the successful delivery of key components of major sporting projects.

Our core services are:

STRATEGIC PLANNING

- strategic advising to major event organizing committees
- strategic positioning for bidding cities
- sport venue development strategies

MASTER PLANNING and DEVELOPMENT

- major event planning
- sport precinct master planning
- land and venue development

SPORT ARCHITECTURE

- sport facility design
- sport specific planning and design consulting
- venue appraisals

OVERLAY DESIGN

- overlay expert advisors to major event
- organizing committees
- overlay event design and development
- overlay project management and delivery

BID FILES

- bid file compilation
- bid file execution
- bid file management

ART DIRECTION

- design and art direction for bid files
- design and art direction of event marketing material
- design and art direction of event look material

"The goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity."

Olympic Charter



CANDIDATURE BID FILES

Dubai 2013 FINA World Championships
winning candidature bid file

- venue development
- overlay design

Doha 2011 Asian Football Cup
winning candidature bid file

- venue development
- design direction
- venue design



Doha 2010 Indoor Athletics Championships
winning candidature bid file

- venue development
- design direction
- venue design



Doha 2011 FINA World Championships
candidature bid file

- venue development
- design direction
- venue design



Key Members of designsport have held prominent positions on the following projects:

EVENTS

- London 2012 Olympic Games
- Doha 2011 Arab Games
- Doha 2011 Asian Football Cup
- Delhi 2010 Commonwealth Games
- Vancouver 2010 Winter Olympic Games
- Roma 2009 FINA World Swimming Championships
- Doha 2009 Qatar Tennis Open
- Doha 2009 FINA Diving World Series
- Singapore 2009 Asian Youth Games
- Beijing 2008 Olympic Games
- Doha 2006 Asian Games
- Melbourne 2006 Commonwealth Games
- Torino 2006 Winter Olympic Games
- ITU 2006 World Triathlon Championships
- Doha 2005 West Asian Games
- Athens 2004 Olympic Games
- Sydney 2000 Olympic Games

MAJOR PROJECTS

- Qatar Sports Master Plan, Qatar
- Dubai Sports City Master Plan, UAE
- Losail City Sports Strategy, Qatar



Key members of **DESIGNSPORT™** have held key positions in the following Major Event Organizing Committees:

- London **2012** Olympic Games
- Doha **2011** Arab Games
- Delhi **2010** Commonwealth Games
- Vancouver **2010** Winter Olympic Games
- Beijing **2008** Olympic Games
- Doha **2006** Asian Games
- Torino **2006** Olympic Games
- Melbourne **2006** Commonwealth Games
- Athens **2004** Olympic Games
- Sydney **2000** Olympic Games

Other clients:

- **QOC** Qatar Olympic Committee
- Qatari **Diar**
- **Ernst & Young** India
- **Populous** Architects, USA
- **AECOM** Master Planning + Architecture, UAE
- **GHD** Architects, Qatar
- **FINA** Federation International de Natation Amateur
- **QSA** Qatar Swimming Association
- **UAESA** UAE Swimming Association
- **QFA** Qatar Football Association
- **QAAF** Qatar Athletics Association
- **QTF** Qatar Tennis Federation

A lifetime of training for just ten seconds.

Jesse Owens





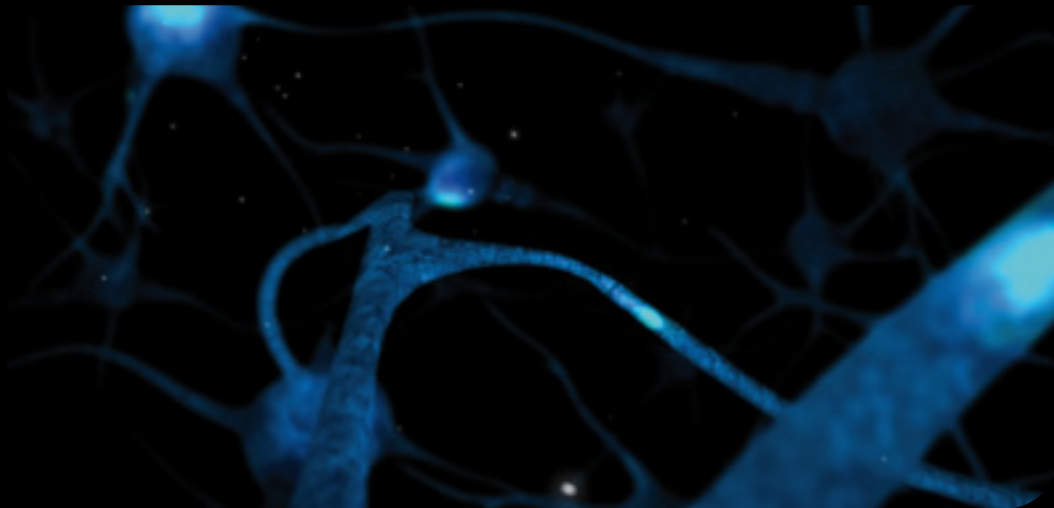
FILMSPORT™
sport as an art form

Multimedia division of **DESIGNSPORT™** as well as being the Marketing and Design Think Tank for the company.

FILMSPORT™ works with the vision of bringing Art to Sport and by interpreting Sport and the expressions of the sporting industry as art form.

Advertising, branding, creative direction, motion graphics, graphics design, live media, commercial videos, infographics videos, multimedia, 3D modeling and animation, sport event promotional videos.

www.filmsport.org





"Sport has the power to change the world. It has the power to inspire, it has the power to unite people, in a way that little else does"

Nelson Mandela





Is the philanthropic and educational branch of **DESIGNSPORT™**

GOODSPORT™ takes sport to developing communities as a catalyst for social change, to underprivileged communities as a means to raise morale and develop skills.

DESIGNSPORT™ is committed to giving back to the countries in which it works by redeploying overlay commodities to communities in need and by working with local organizations to structure suitable programs.



*"To become a leader in the advancement of sport as a major cultural force,
a catalyst for social development, urban renewal and sustainable growth."*

DESIGNSPORT™

DESIGNSPORT™
every dream has a design

www.designsport.org