



PORTFOLIO
2023

30
years

BECAUSE FUN IS  SERIOUS BUSINESS



MEET OUR FOUNDER



SIM CHOO KHENG

Founder & Chairman

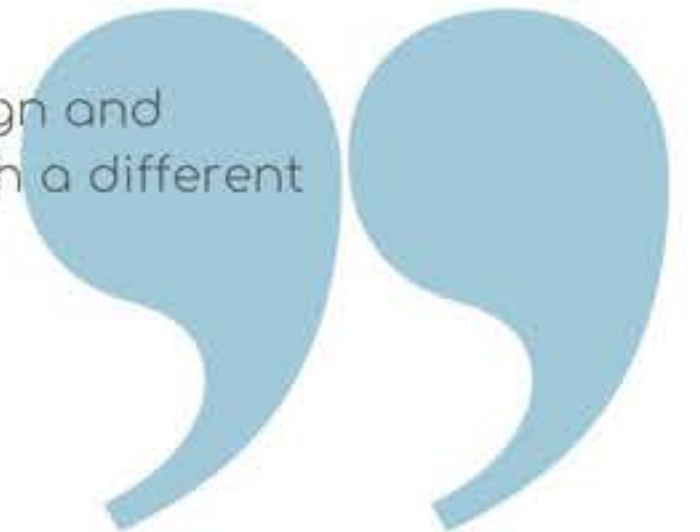


I see it through my 30 years in the theme park industry where many are stuck in the rut outliving their relevance. Welcome to reality, an era where creativity is no longer only in physical form but more importantly business-centric innovation that gives the real competitive edge. Our cross-cultural theme park experience has given us a rare glimpse into the entire leisure industry.

Lately, we are seeing an evolved demand for unprecedented leisure concepts and products. These are evidence of changing trends as the industry reaches new frontiers. Much of these emerging opportunities reflect what was crazy is now ready to be capitalised.

Sim Leisure is more than just stunning design and competent execution. We see things through a different lens and that's core to our DNA.

Let's innovate together!



MAKING MAGIC



The Sim Leisure team draw on our artistic talent and experience to design and construct the creative dreams and visions of our clients.

Creating a culture of fun and excitement is reflected in everything we do.

Throughout the world of waterparks and theme parks, Sim Leisure is known and respected for our passion to create the extraordinary.

We offer a unique perspective, afforded to us by our diverse and experienced staff. We stand by all of our work and we truly believe that creating fun is serious business.

OUR TEAM



Wesley Rae
Chief Operations Officer

Wes is a chartered Civil Engineer from UK. His international minded project management approach has been quite instrumental in growing Sim Leisure's business into a complete solution provider. Wes is responsible for the group's securing and execution of high profile projects such as Universal Studios, Yas Island Waterworld, Legoland, Wahooo, Ski Dubai and Motiongate™.



Josie Booth
Managing Director

Josie is a well respected member of the team with over 10 years' experience in marketing, sales and management in the USA and UAE in the creative design industry. Josie leads Sim Leisure in international business and is responsible for the day to day running of the company in the UAE. She is proficient in technical design and excellent with contract negotiation.



Rene Lawler
General Manager

Rene comes from a diverse background in theming and specialist construction. His vast business and management knowledge brings a new dynamic to the company. As General Manager, Rene's main responsibility is ensuring the continued quality and success of all our Design and Construction projects.



Karen Stojanovski
Head of Design

Karen leads the design side of the business. Having been based in the UAE for over 16 years, she offers her expertise and knowledge of the region. Karen ensures that all design projects are managed and delivered on time and to the highest quality. She is hands on with the creative and technical sides of the design and is dedicated to project success.



Naqeeb Ahmed
Commerical Manager

Naqeeb is a professional member of the team, who is responsible for all commercial elements from estimating and tendering, through to project cost management. His logical and rational approach has ensured Sim Leisure commercial success over recent years. Naqeeb's experience in contract and commercial issues is an invaluable resource.

OUR TEAM



Patrick Finianos
BIM Manager

Patrick uses his expertise in BIM modeling and management to lead our fully in house BIM team. He leads all aspects of BIM design for Sim Leisure to ensure the final deliverables are high quality, coordinated and delivered on time. His time management and attention to detail play a paramount role in the success of our design team.



Robby Amul
Design Manager

Robby is a longstanding member of the Sim Leisure team, now managing a multi-disciplinary team of designers and architects. The team produces Masterplans, concept designs, illustrations, MEP designs and structural designs to name but a few, so Robby's effective management across these disciplines ensures that designs are properly coordinated and look great!



Mark Boughton
Workshop Senior Project Manager

The Sim Leisure factory has grown in size & complexity over recent years, producing themed effects, props and scenic items which rival the best theme productions globally. Mark was brought on board to manage the factory and the elements produced. He has improved the factory facilities and added procedures which increase productivity and monitor QA/QC. Under Mark the factory productions will continue to go from strength to strength.



Dragos Stanculescu
Senior Project Manager

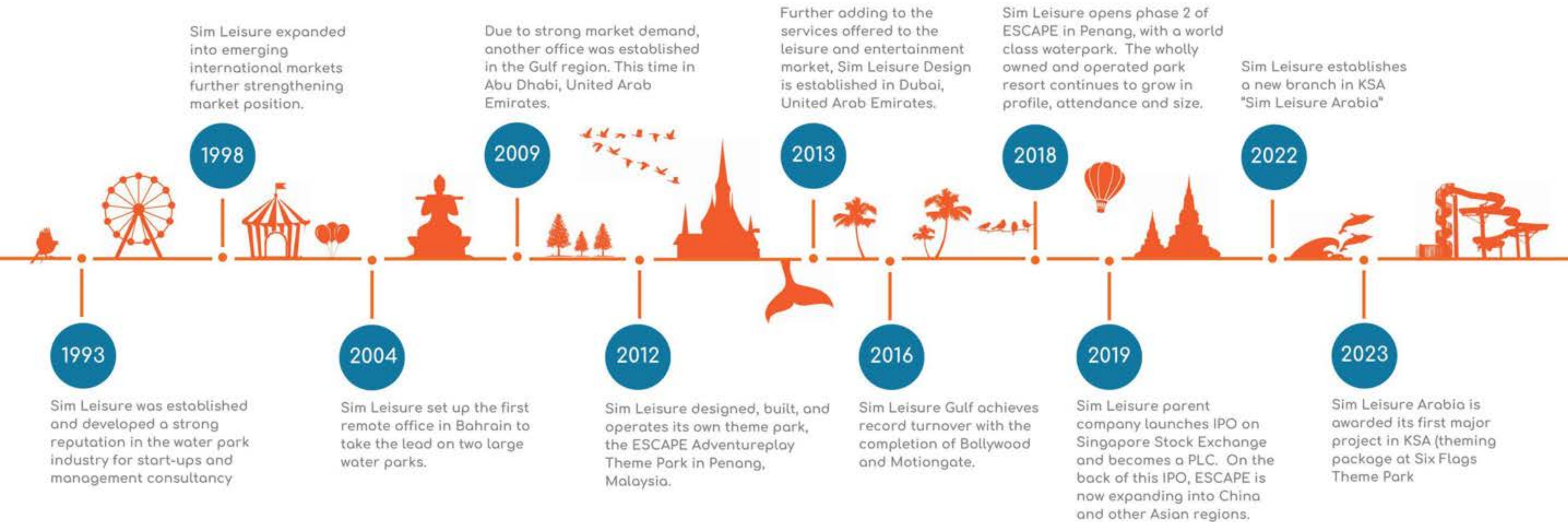
Dragos has been working as a Senior Project Manager internationally for over 15 years. He has successfully delivered large scale projects all the way from Jamaica to Dubai and now in Saudi Arabia. He is a proven expert at planning and site organization. His first-hand experience within the industry combined with his result-driven focus ensures the client receives the look and feel exactly as they imagined. He takes great pride in all that he does.



Sally Van Der Merwe
Lead Art Director

Sally strives to ensure that on every project the creative visions is maintained and accomplished by providing clear, practical, artistic, and technical direction while working with the design support teams, consultants, and vendors. She's been instrumental in all large-scale themed projects in the Middle East including Dubai Parks and Resorts, Qetaifan Waterpark, Yas Waterworld, IMG Worlds of Adventure, Warner Brothers, and various Movie sets.

OUR MILESTONES



WHAT WE DO



As theming specialists, we provide consultation, design, fabrication, and construction services to clients in most geographical locations.

This can comprise of single themed/artistic elements on the smaller scale to turnkey theme park projects on the larger scale.

Sim Leisure has been involved in the success of many International and UAE based projects, creating a portfolio which boasts Family Entertainment Centers, Theme parks, Waterparks, Zoos and Aquariums.

Our team of experienced designers, technicians, fabricators, artists, sculptors, mural painters are capable of producing concepts and designs showcasing stunning attractions and finishes which can create and elevate any themed environment.

OUR SERVICES

CONSULTANCY

- Project Management
- Feasibility Studies
- Cost Estimation
- Risk Assessment
- Value Engineering
- Design Review

BIM SOLUTIONS

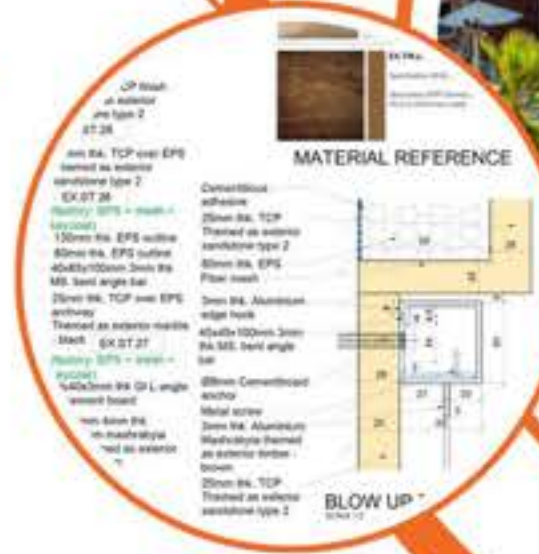
- BIM Model Creation
- Collaborative Design
- Visualization and Simulation
- Clash Detection
- Construction Planning
- Quantity Takeoffs
- Site Management
- As-Built Documentation

DESIGN

- Concept and Visualization
- Schematic and Detailed Design
- Materials and Finishes Selections
- Tender/Construction Documentation
- Budget and Resource Management
- Regulatory Compliance
- Client and Stakeholder Engagement

PRODUCTION

- Fabrication and Construction
- Quality Control
- Site Logistics
- Coordination with Other Trades
- Project Scheduling
- Safety Measures
- Budget Management
- Project Documentation



CONSULTANCY



Project Management

Providing end-to-end project management services, including planning, scheduling, budgeting, and overseeing the entire construction project.



Feasibility Studies

Conducting feasibility studies to assess the viability of a construction project, considering factors like costs, timeframes, and potential risks.



Cost Estimation

Offering accurate cost estimation services to help clients budget for their construction projects, including material costs, labor costs, and overhead expenses.



Risk Assessment

Identifying potential risks and developing risk mitigation strategies to minimize unforeseen challenges during the construction process.



Value Engineering

Identifying opportunities to improve project efficiency and reduce costs without compromising quality.



Design Review

Evaluating architectural and engineering designs to identify potential issues and opportunities for improvement.

DESIGN



Concept and Visualization

Create concept art, mood boards, and 3D visualizations to communicate ideas and overall aesthetics to clients and stakeholders.



Schematic and Detailed Design

Develop detailed architectural and scenic designs that incorporate elements like scenery, props, structures, and interior design to bring the conceived concept to life.



Materials and Finishes Selection

Choose appropriate materials and finishes that not only adhere to the design vision but also meet durability and safety standards for the intended environment.



Tender/Construction Documentation

providing detailed project plans, specifications, and bid packages to potential contractors for competitive bidding and subsequent project execution.



Budget and Resource Management

Collaborate with the estimating and project management teams to ensure that the design is cost-effective and can be implemented within the project's budget.



Regulatory Compliance

Ensure that the design complies with all relevant building codes, safety regulations, and environmental standards.



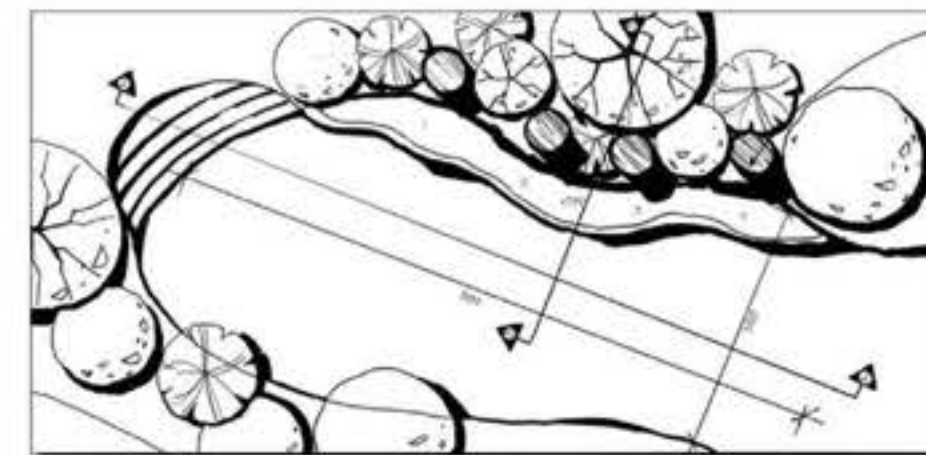
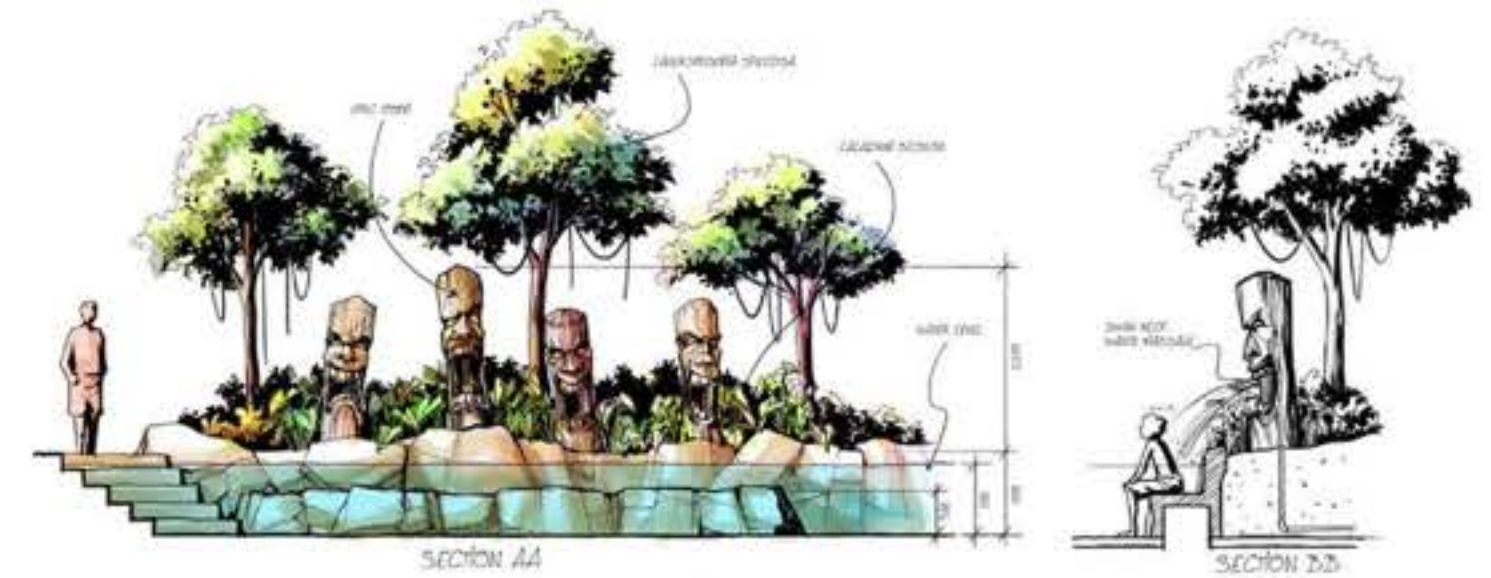
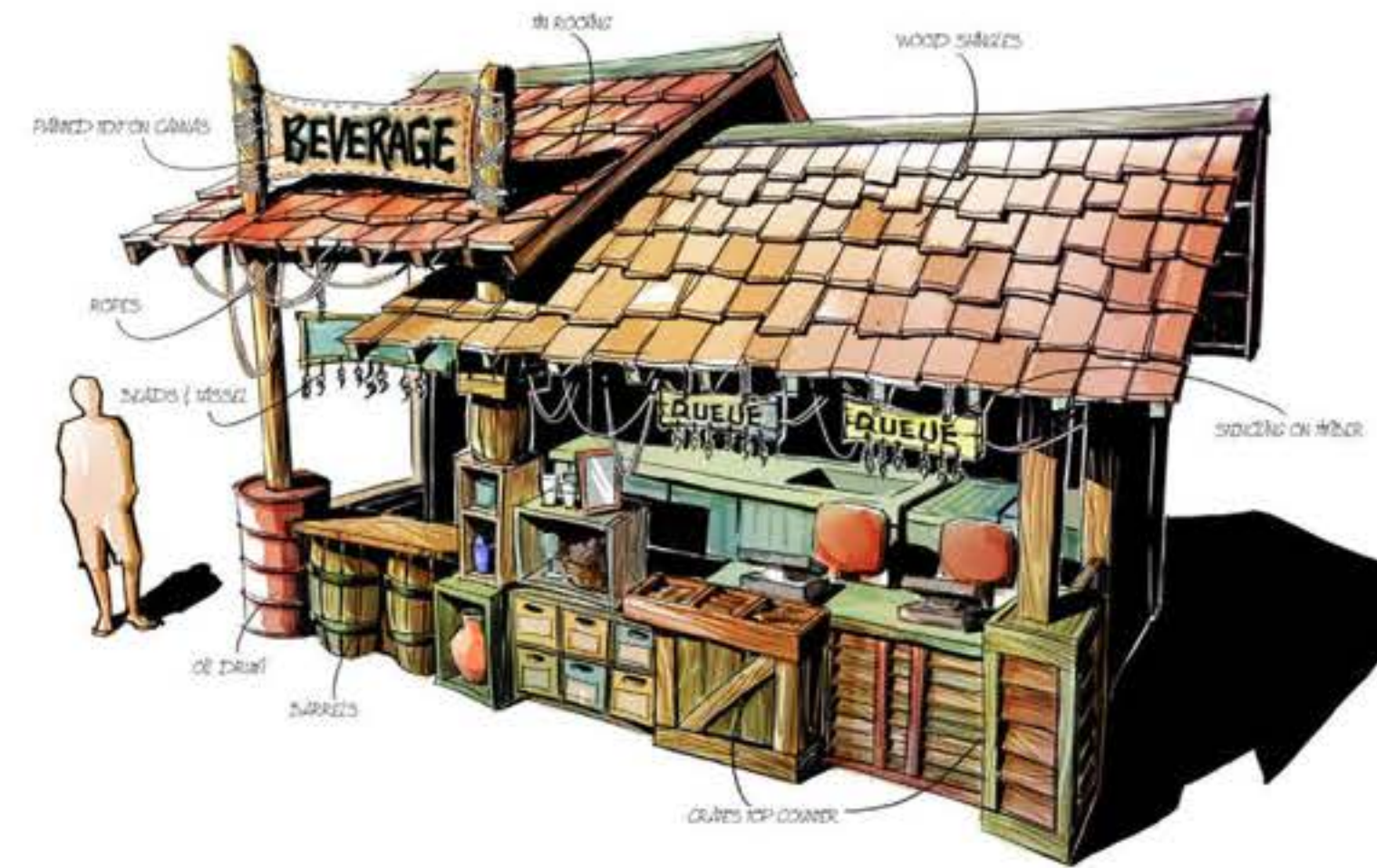
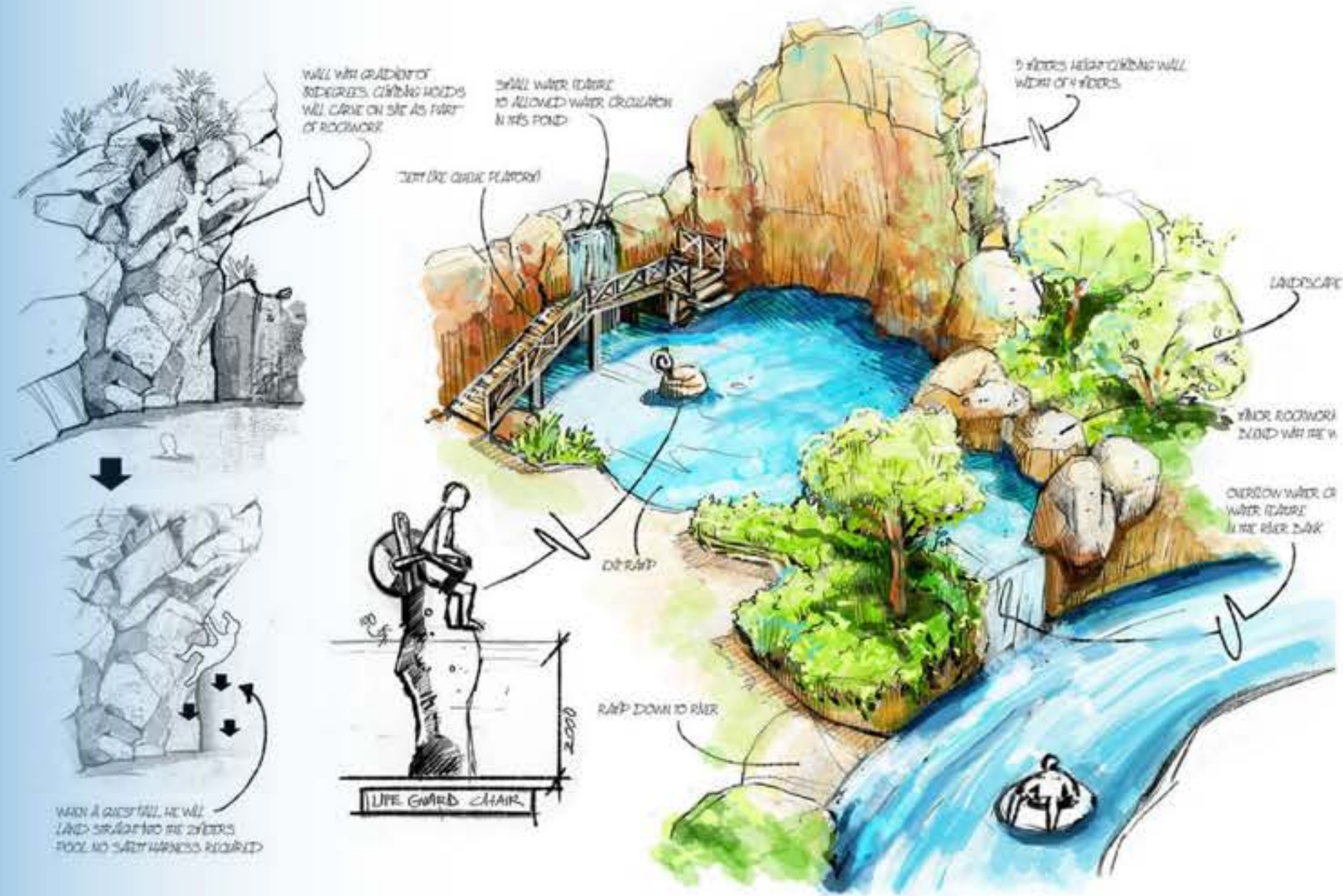
Client and Stakeholder Engagement

Maintain open communication with clients and stakeholders, providing updates, incorporating feedback, and making adjustments as needed.

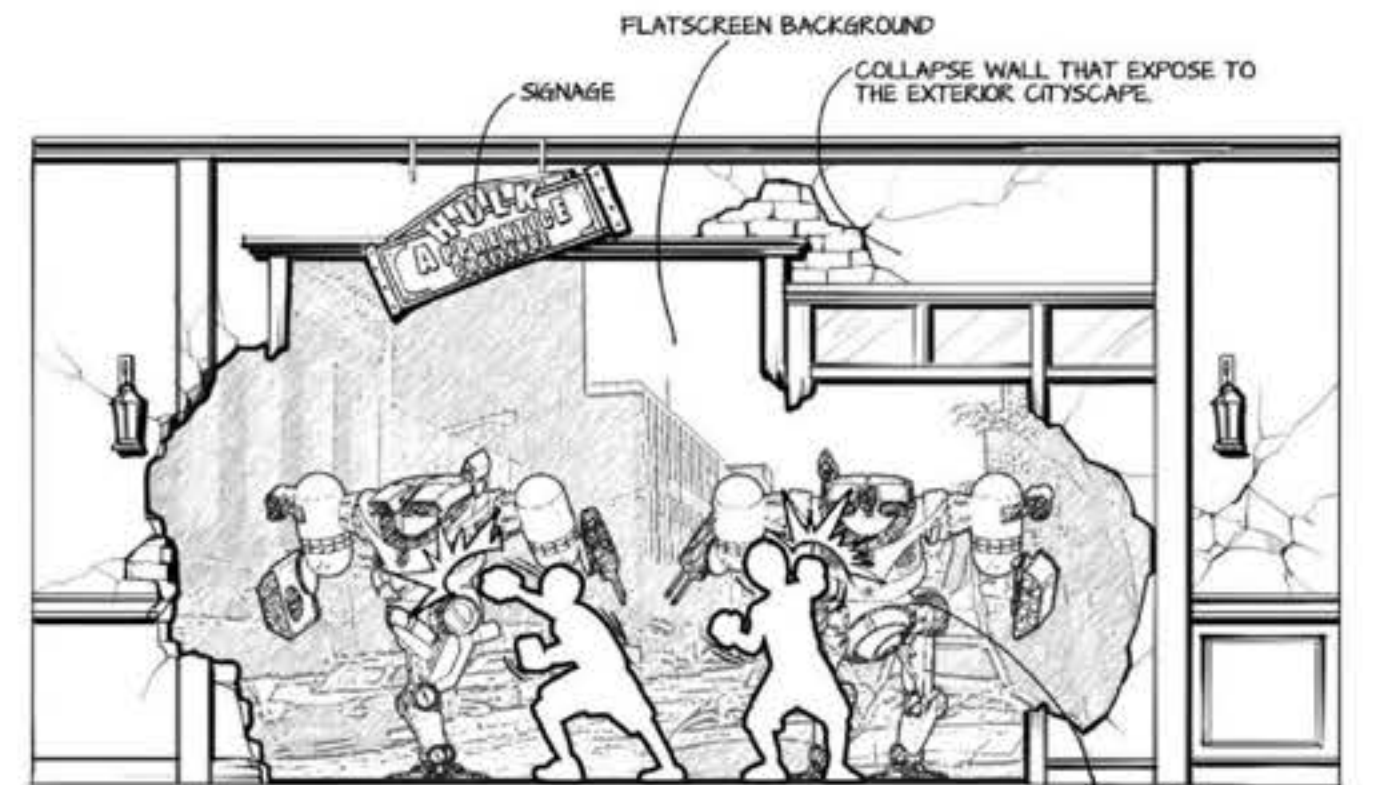
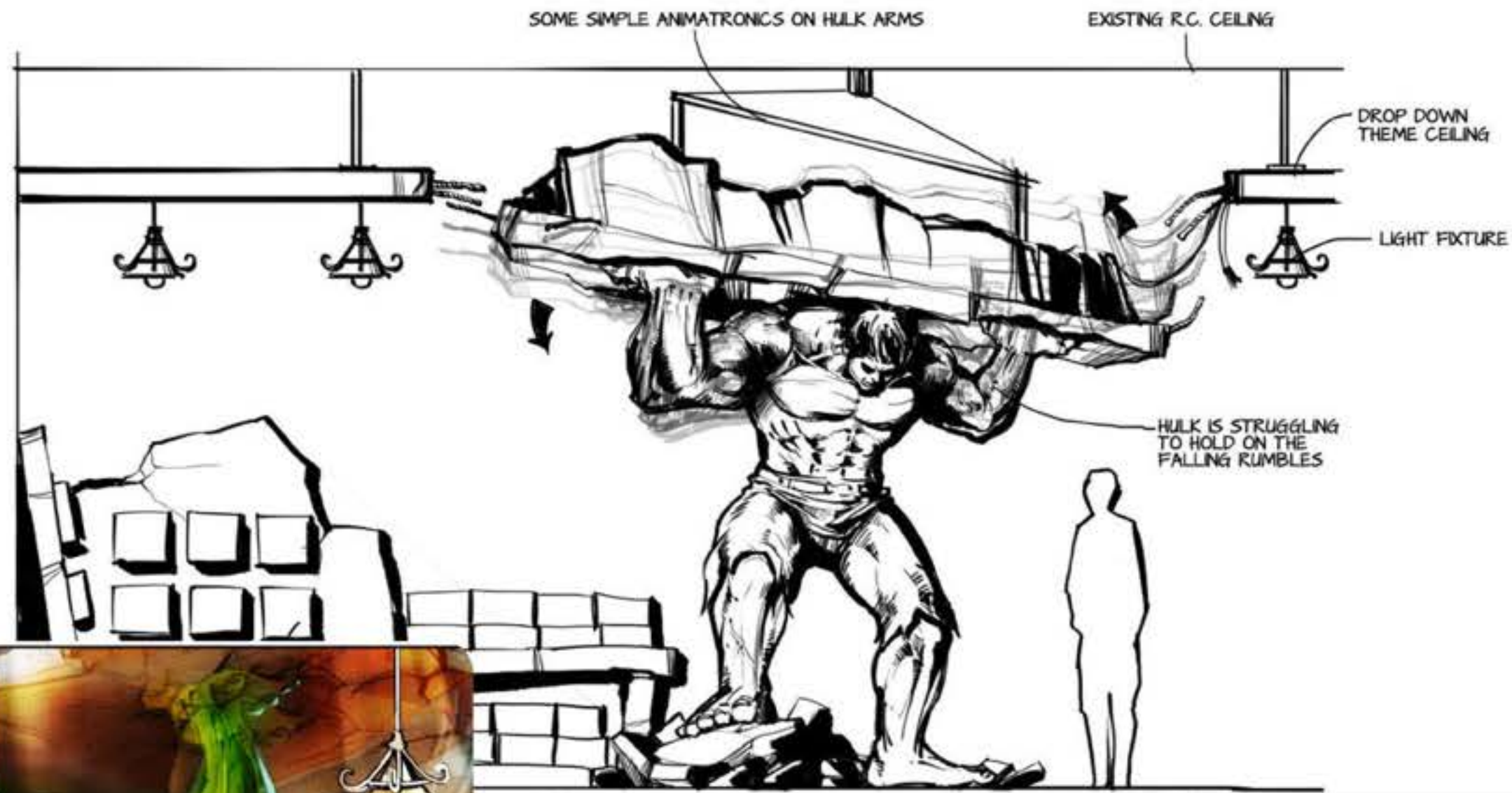
Waterpark Concept



Waterpark Concept



IP Retail Concept



HULK'S APPRENTICE CHALLENGE

FEC Concept



BIM SOLUTIONS



BIM Model Creation

Develop detailed 3D BIM models of the themed environment that include all design elements, from architectural structures to scenic components and props.



Collaborative Design

Use BIM to enable collaboration between architects, engineers, and other design professionals, allowing for real-time updates and integration of their respective design aspects.



Visualization and Specialization

Utilize BIM to create realistic renderings and simulations of the themed environment, helping clients and stakeholders better understand the proposed design.



Clash Detection

Employ BIM to identify and resolve clashes or conflicts in the overall design, ensuring that all components can be constructed and integrated seamlessly.



Construction Planning

Collaborate with the Design team to utilize the BIM model for creating construction plans, schedules, and sequencing.



Quantity Takeoffs

Utilize BIM data for accurate quantity takeoffs, which helps in material procurement and budget management.



Site Management

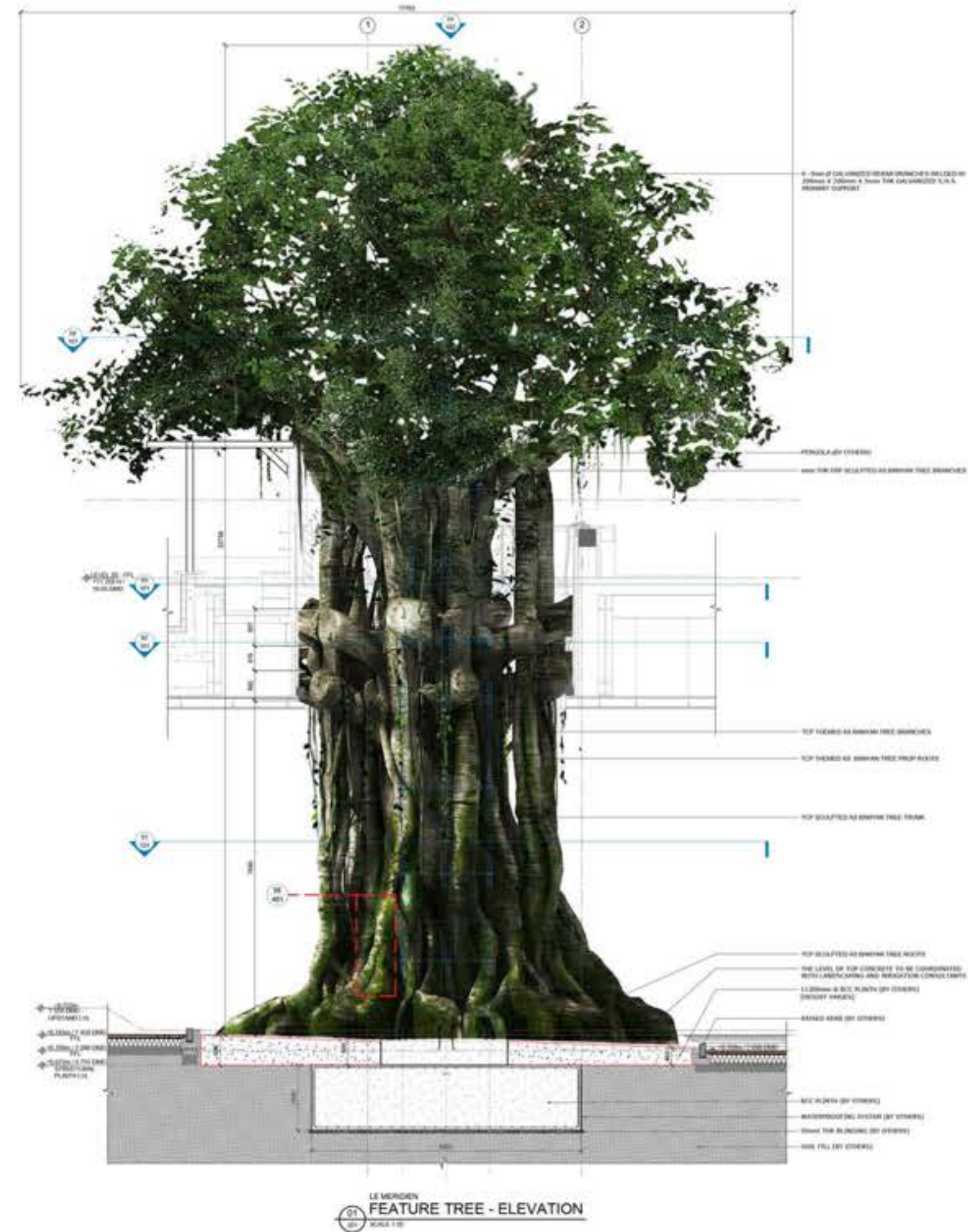
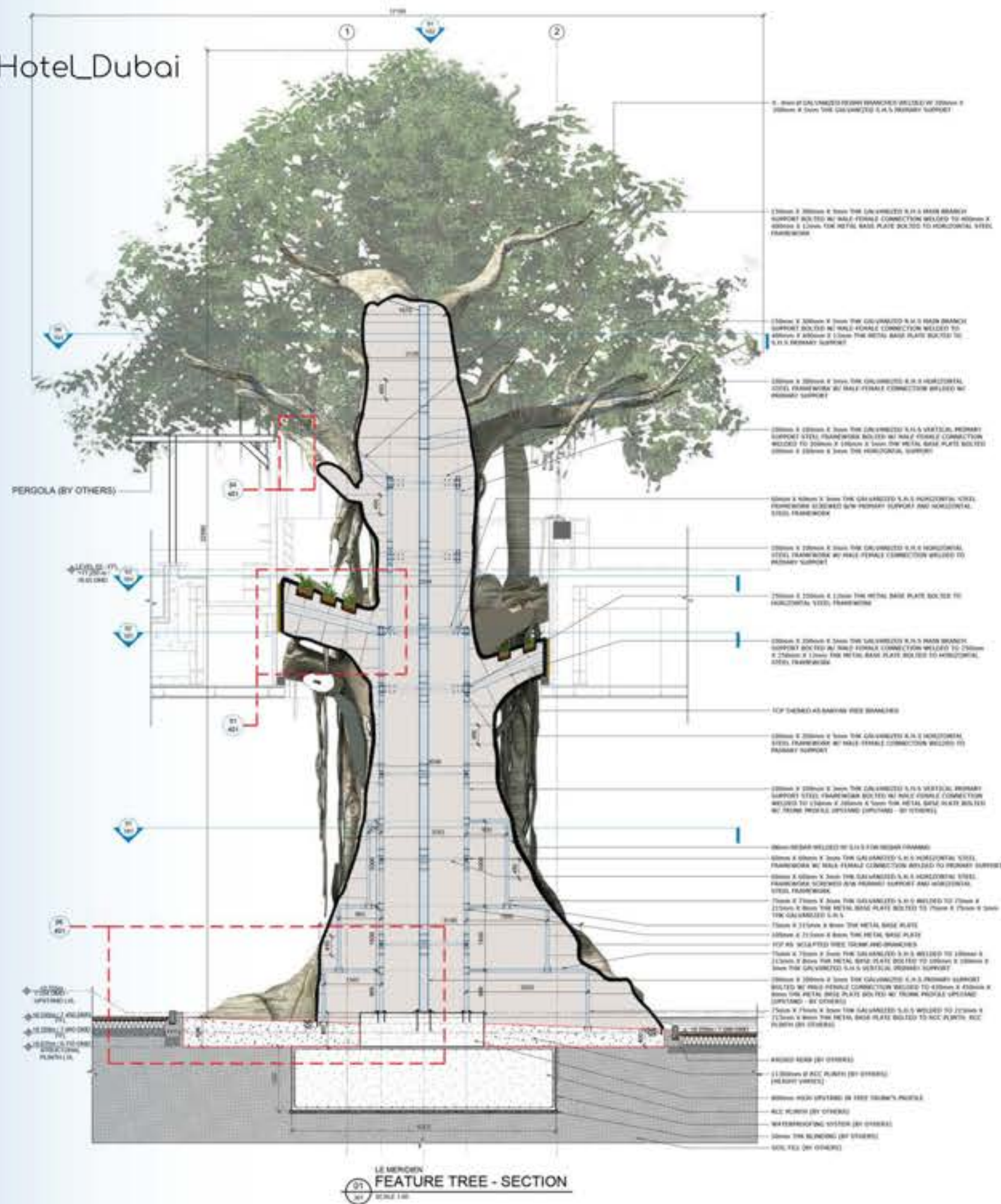
Use BIM to manage the placement and logistics of themed elements on-site, ensuring precise installation and assembly.



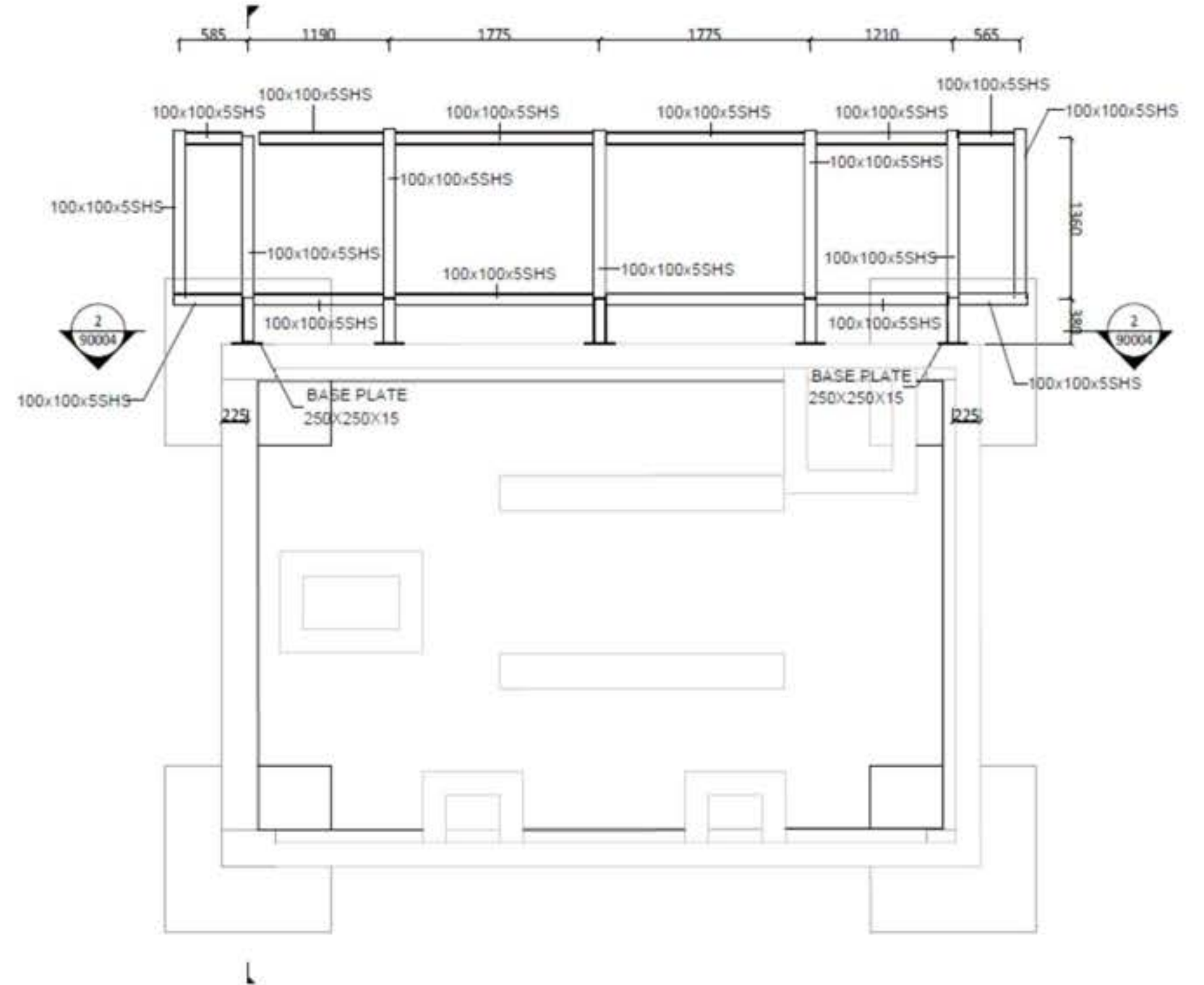
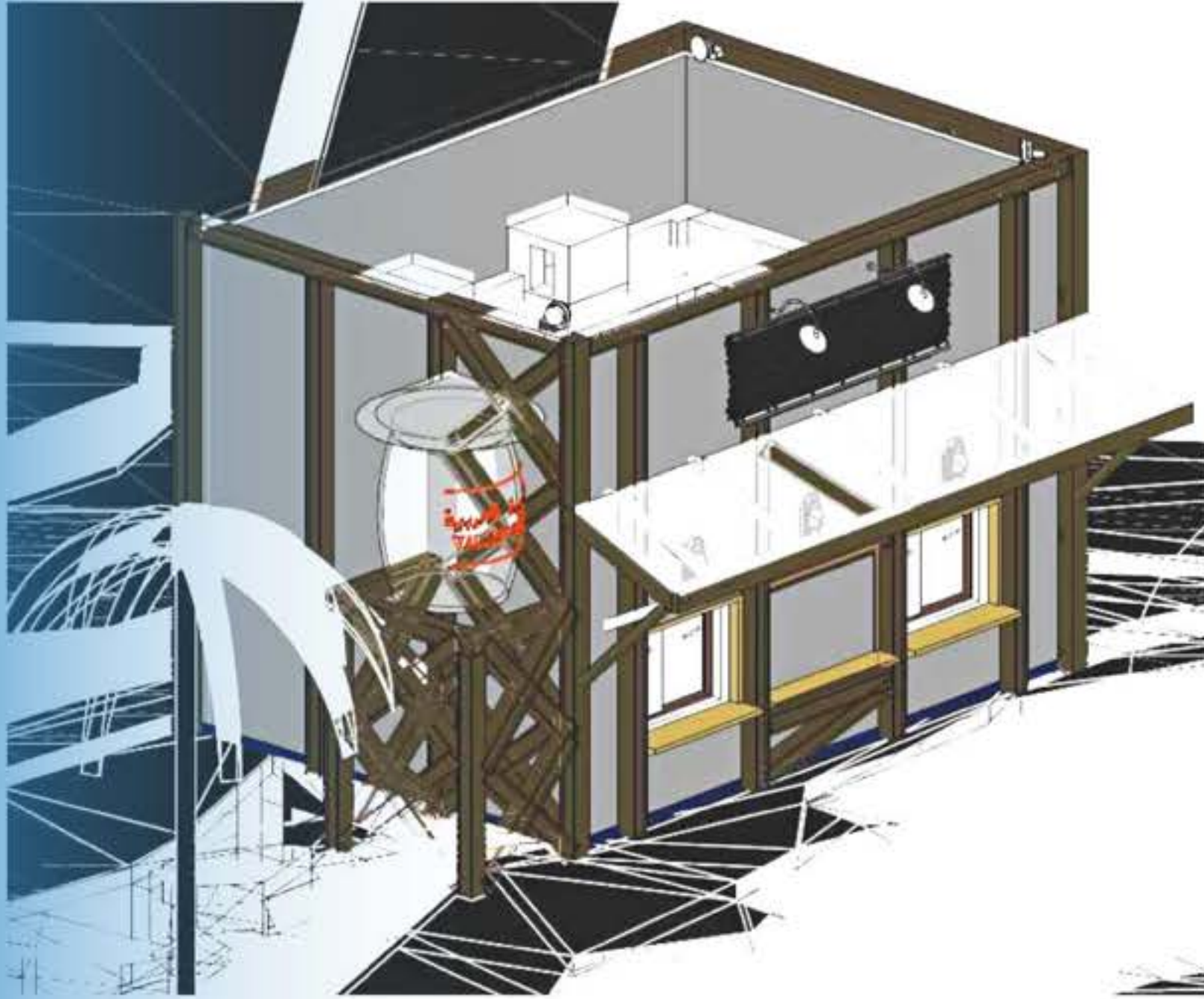
As-Built Documentation

Update the BIM model with as-built data during construction, providing a comprehensive digital record of the project's actual construction.

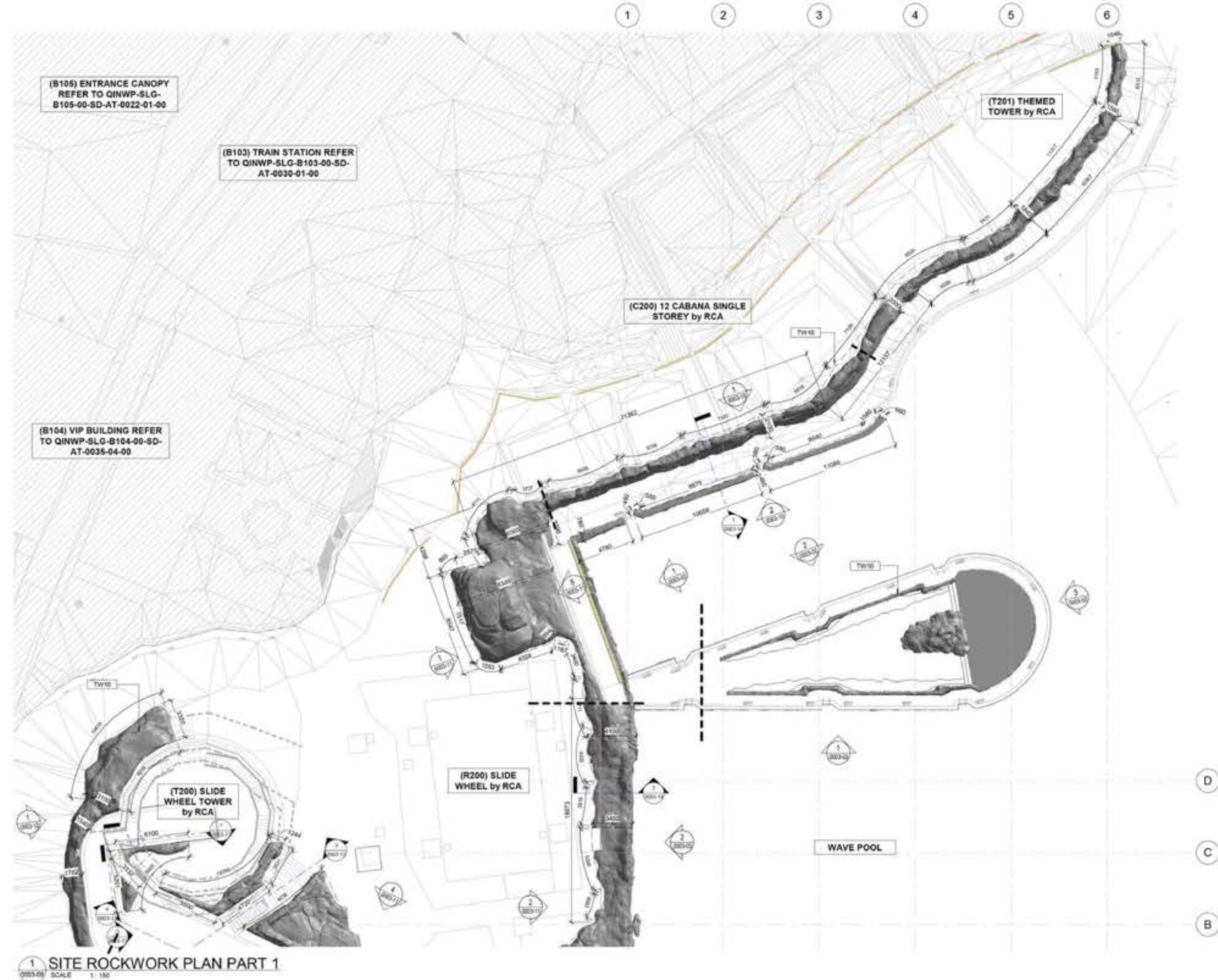
Le Meridien Hotel_Dubai



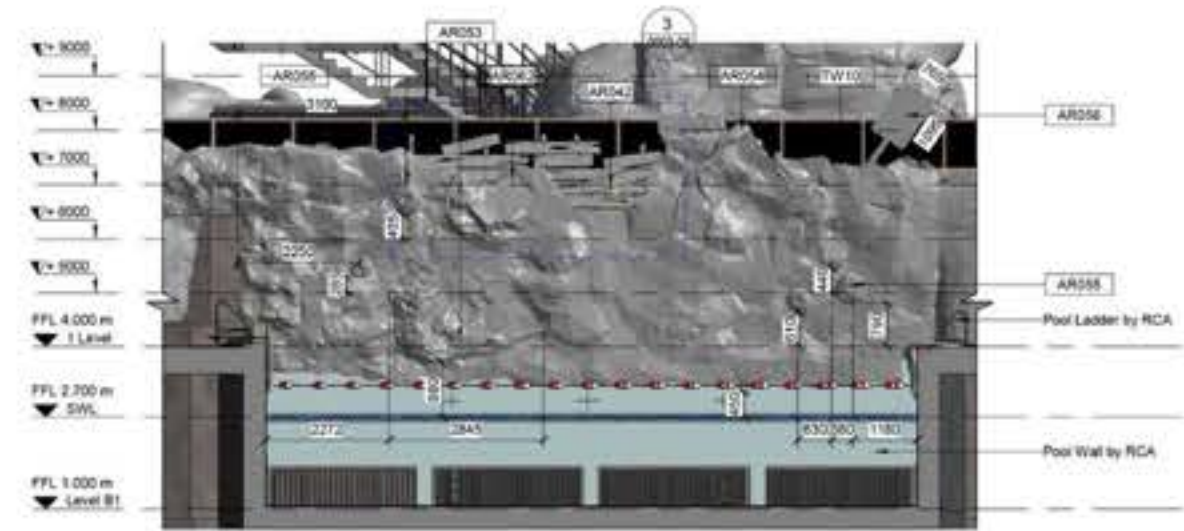
Structural Coordination



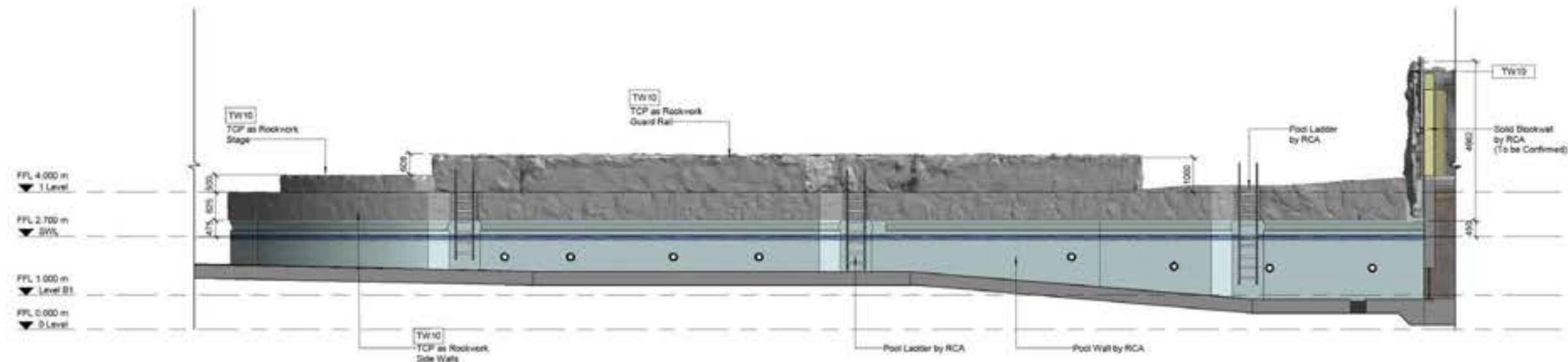
Typical Rockwork Set Out



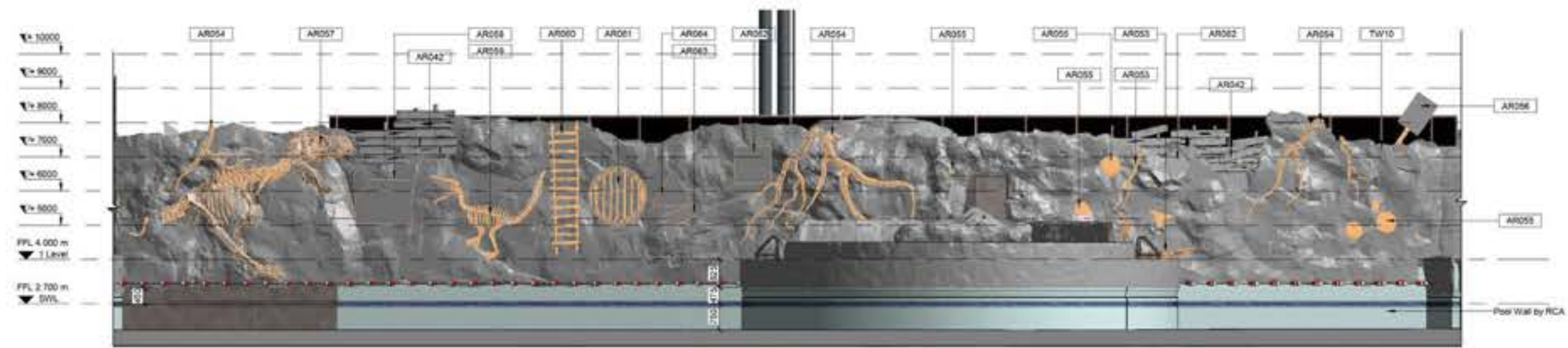
Prototype Themed Rockwork



1 ELEVATION 1
0003-02 SCALE 1:75

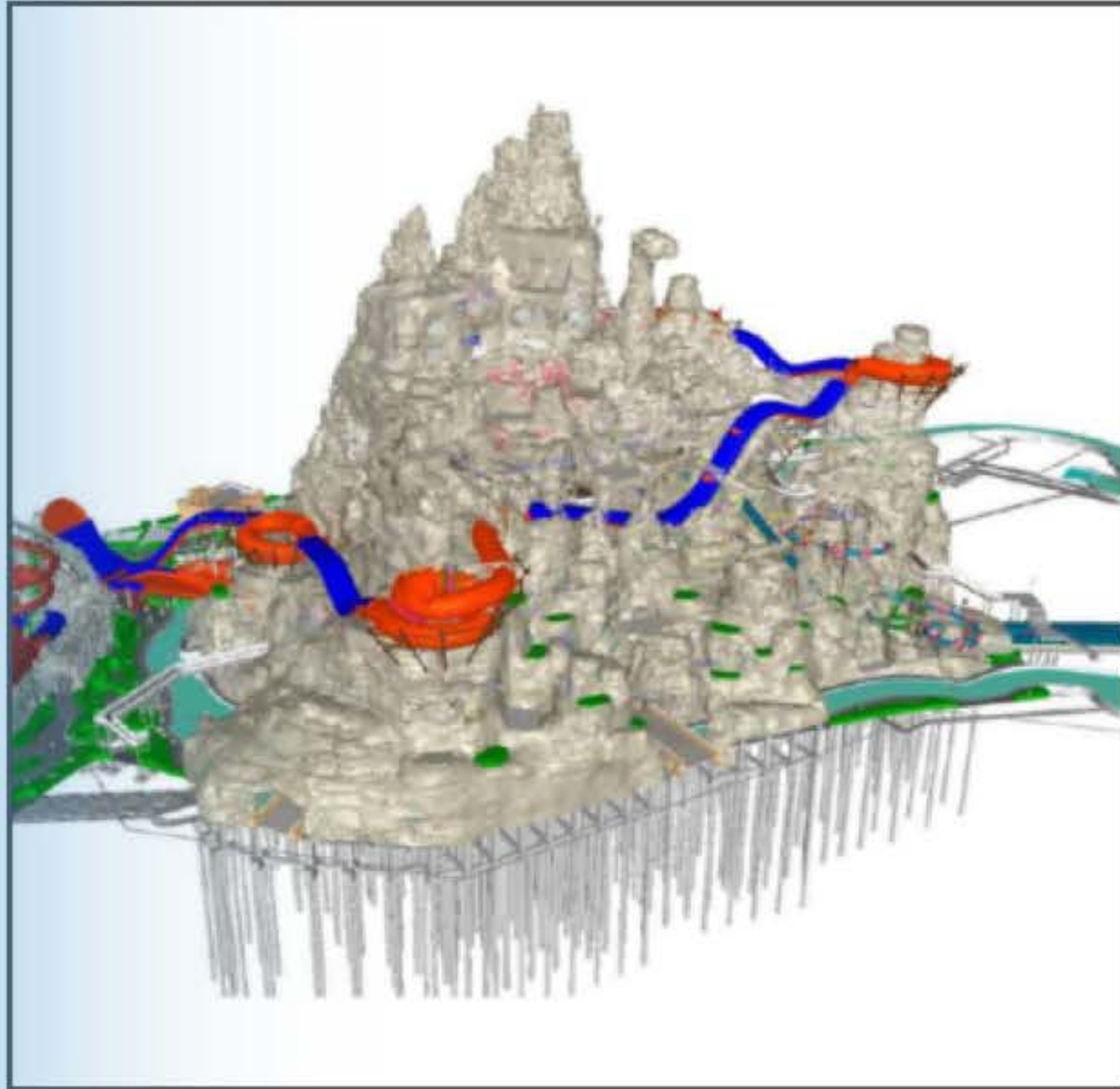


2 ELEVATION 2
0003-02 SCALE 1:75

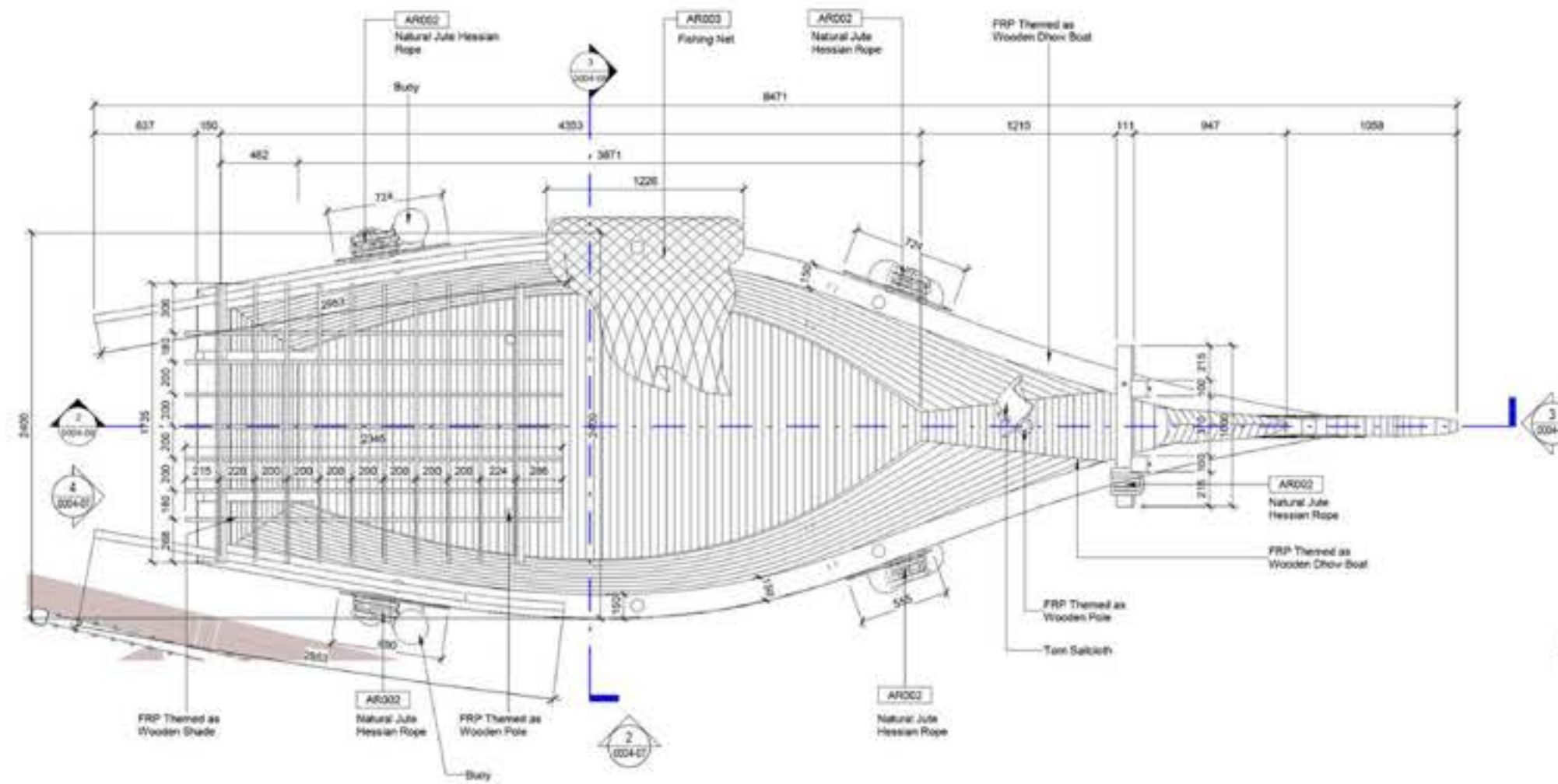


3 ELEVATION 3
0003-02 SCALE 1:75

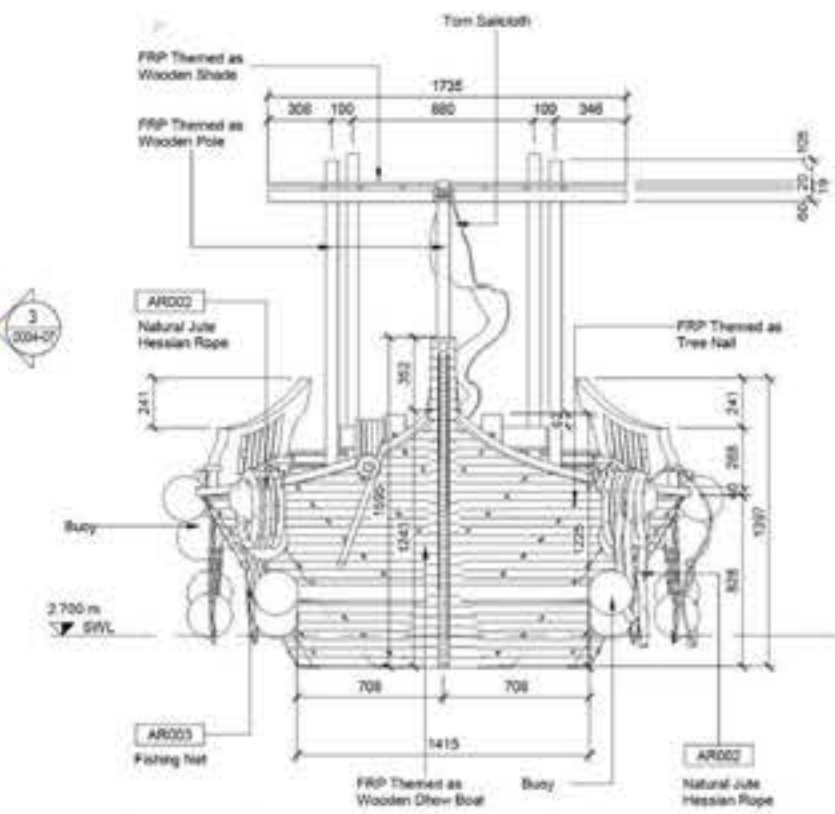
Modelled Themepark



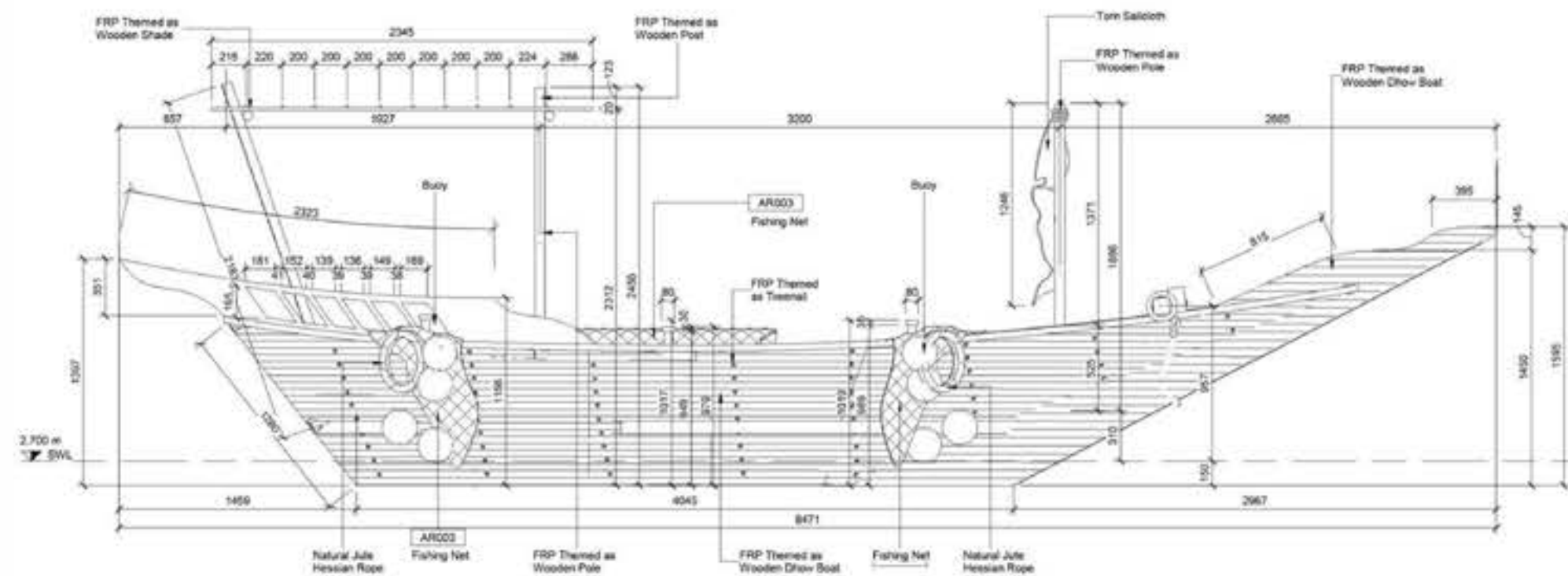
Prototype Themed Artefact



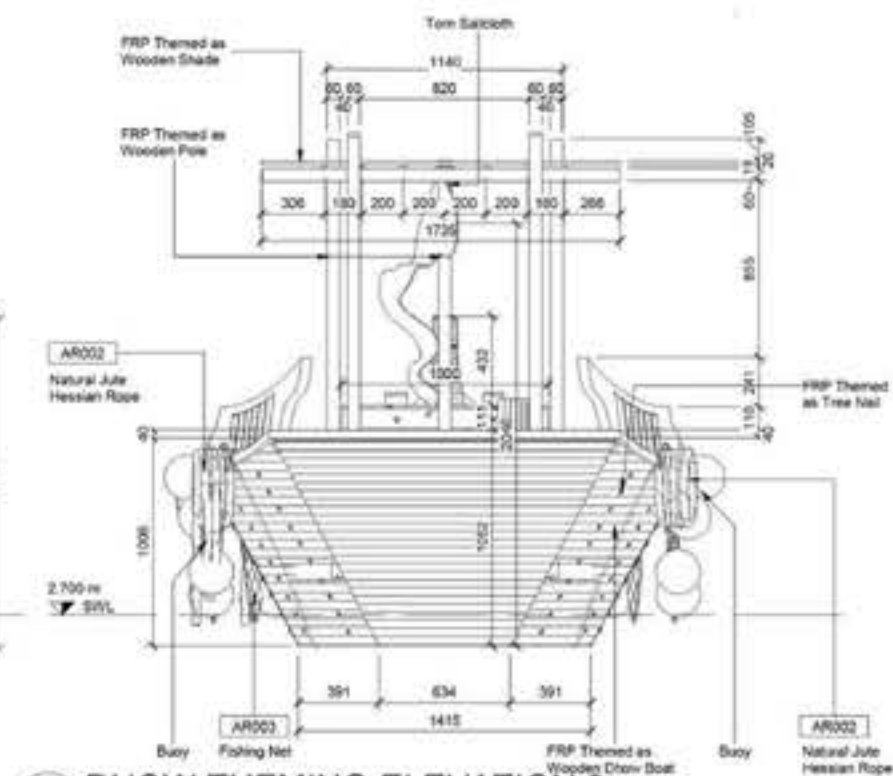
1 DHOW THEMING-TOP VIEW
0004-07 SCALE 1/20



3 DHOW THEMING-ELEVATION 2
2004-07 SCALE 1:20



2 DHOW THEMING-ELEVATION 1
0004-07 SCALE 1:20



4 DHOW THEMING-ELEVATION 3
0004-07 SCALE 1:20

PRODUCTION



Fabrication

Execute the physical construction of the theming elements, which includes building structures, scenery, props, and other components as per the approved designs.



Site Construction

Ensure that the construction work meets high-quality standards, with attention to detail in theming elements, safety, and functionality.



Site Logistics

Manage on-site logistics, including the transportation, assembly, and installation of large-scale theming components at the project location.



Coordination with Other Trades

Collaborate with subcontractors, artisans, and technicians who may be involved in the construction of specialized theming elements.



Project Scheduling

Develop and adhere to project schedules to ensure that construction is completed within the agreed-upon timeline.



Safety Measures

Enforce safety protocols and standards to protect the well-being of construction workers and the eventual visitors to the themed environment.



Budget Management

Monitor construction costs and materials to stay within the project budget, and collaborate with the design and estimating teams for cost-effective solutions.



Project Documentation

Maintain comprehensive records, including progress reports, change orders, and as-built drawings to track the construction process and address any variations from the original design.



Escape_Malaysia







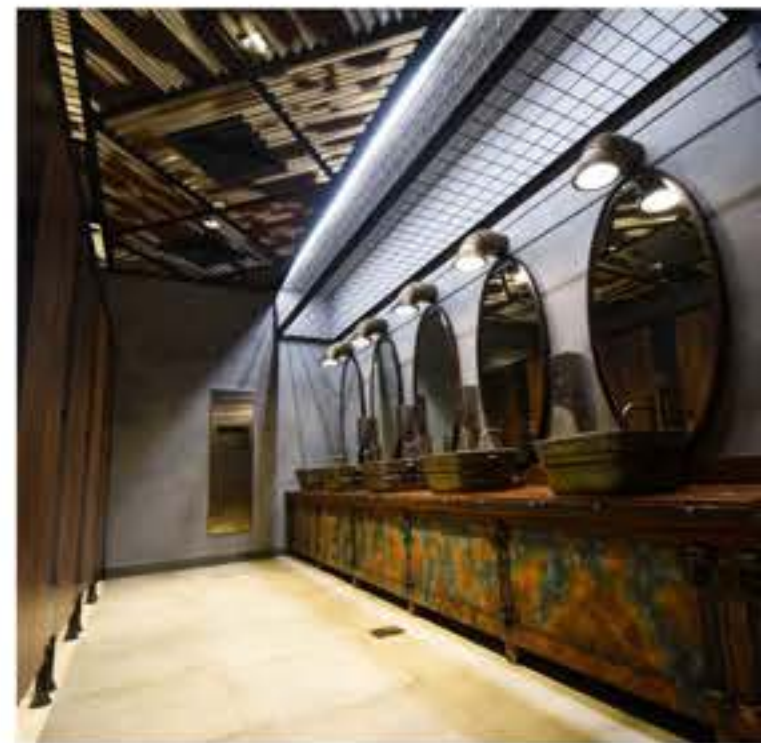
Motiongate_Dubai

Laguna Waterpark_Dubai





Laguna Waterpark_Dubai



Ski Dubai_Dubai



Mattel Play! Town Dubai





Bollywood_Dubai



Yas Waterworld_Abu Dhabi



Al Ain Zoon_Al Ain



DreamWorks, Shrek_ Dubai



DreamWorks, Madagascar_ Dubai



DreamWorks, How To Train Your Dragon_Dubai



Golden Mirage

NOW YOU SEE ME

HIGH ROLLER

Sesame Street Ride_Spain



Uncharted Ride_Spain



NOTABLE PROJECTS



Escape Waterpark Malaysia

Located in Penang, Malaysia, Sim Leisure designed, constructed, owns and operates the #1 Theme Park in Malaysia. The park covers over 118,000sqm and includes the Guinness World Record for the World's Longest Tube Waterslide



Laguna Waterpark Dubai

A smaller waterpark packed full of theming and attractions, Sim Leisure carried out the design and build theming and interior fit out package of this beachside attraction



Universal Studios Singapore

Sim Leisure themed the Egypt and Jurassic Park Zones in this world-renowned theme park. This design and build project is one of the more well known projects we have completed

NOTABLE PROJECTS



Lost Paradise of Dilmun Bahrain

With an area of 45,000 square meters, Sim Leisure completed full design, build and project management services for this world class water park located in Bahrain



Yas Waterworld Abu Dhabi

Our scope for this GCC project included the themed plaster, pearl diving tank, and props. This project was one of our first introductions to the UAE



Legoland Malaysia

Completing both the theme park and the hotel, Sim Leisure delivered the design and build theming and show packages for one of the highest quality Legoland parks in the world

NOTABLE PROJECTS



Motiongate Dubai

Completing the full scope of theming in the Dreamworks zone (45,000sqm), the iconic main entrance gate and various works elsewhere, Sim Leisure delivered a world class quality product on time and has been beacons as our largest project in the UAE. In 2021 we also completed the expansion of the park.



Bollywood Dubai

Completing this complete Show and Scenic package, at the same time as the Motiongate project, is a huge achievement for us. From elaborate façade pieces to a special effects for a stunt show, this design and build project is the first of its kind. In 2020 we also completed the expansion of the park.



Adventure Park Dubai

Officially opening its doors on February 17, 2022, the same day Dubai Hills Mall opened to the public, we delivered on a promise to showcase an innovative matrix of attractions to entertain younger demographics with a playful and urban landscape.

NOTABLE PROJECTS



Snow Abu Dhabi

Design and Build contract to deliver the entire theming package for Al Farwaniya Investments including the iconic enchanted tree. The tree is a 15m tall expansive art piece connected by rope bridges housing platforms and treehouses.



Qetaifan Water Park Qatar

The regions newest waterpark in Lusail, designed by Atkins Realis. Sim Leisure fabricated and constructed the themed façade finishes, props & artifacts and artificial rockwork.



Snow Oman

Design and Build contract to deliver the theming package for Majid Al Futtain's next genre in snow parks. The park includes extensive themed facades, artificial rockwork, ride theming and digital graphics. The notable artistic piece on this project is a 25m long frozen shipwreck containing rides and attractions.

NOTABLE PROJECTS



SeaWorld Abu Dhabi

The newly opened themed ocean attraction on Yas Island. Sim Leisure engineered, fabricated and installed a large package of props, artifacts and wall finishes including artificial rockwork.



Seven Leisure Projects

Engaged as a design consultant on numerous projects for SEVEN from initial concept ideation to detailed design. Full digital modelling using numerous software types to finalise theming design packages.



Qiddiya Water Park KSA

As a design only project from schematic to IFC stages, all theming elements were modelled in BIM, followed by a clash coordination process in Navisworks. Subsequently, These models included the remarkable Camel Rock Mountain, which featured over 50,000 square meters of artificial rockwork.

OUR CLIENTS



Here are some of the clients we have been working with for the past 30 years in the world.

"Sim Leisure demonstrated professionalism and efficiency throughout their involvement in the project. They consistently delivered high-quality work with the specified timelines. The cooperative attitude and adaptability in response to changing requirements were notable attributes that contributed to the project's success."

Werner Scheepers
Commercial Manager
ALEC Engineering and Contracting LLC

30
years

GET IN TOUCH



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