

Hello.

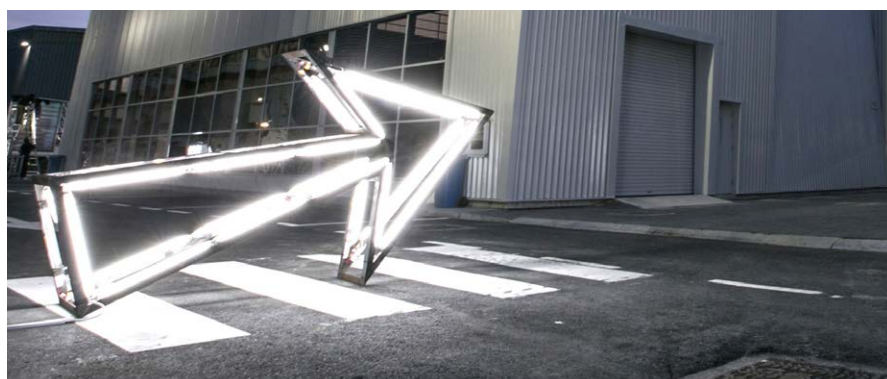
We design brands, wayfinding & signage programmes, and product experiences.

Capabilities



Brand Design

Distinctive brand experiences.



Wayfinding & Signage Design

Navigation experiences that connect people to place.



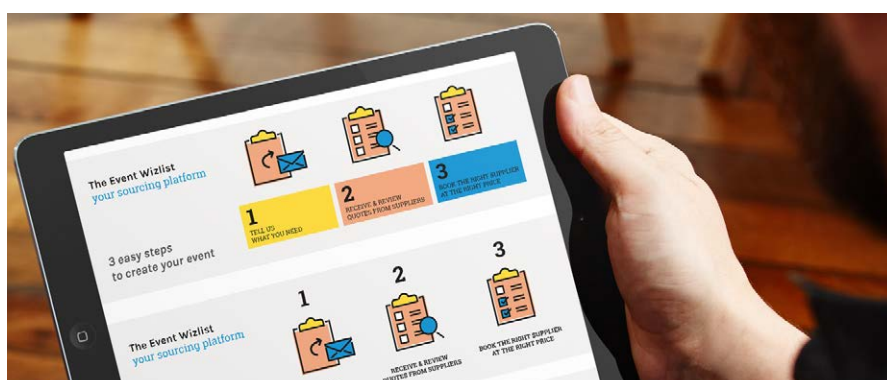
Product Design

Intuitive product research & development.



Spatial Design

Immersive and captivating spaces.



User Interface Design

Fluid user experiences.

An International Experience

One day we'll hopefully do a projet here!

Transportation & Mobility

PenguinCube

Clientele

PERKINS+WILL



PenguinCube

Research

Process Makes Perfect. Committed to Investing in Research.

More than 10% of our collective resource time is dedicated to research initiatives.

Initiatives ranging from typeface preservation to understanding the future of consumer goods; studying trends in user interface design and packaging, our research work impacts our approach and outlook.



What is a product?

Our product design experiments help us better understand user behaviour and actions.



The Question of Type.

Our typeface experiments and archival projects inform our understanding of Arabic type and culture.



Talk With the Community.

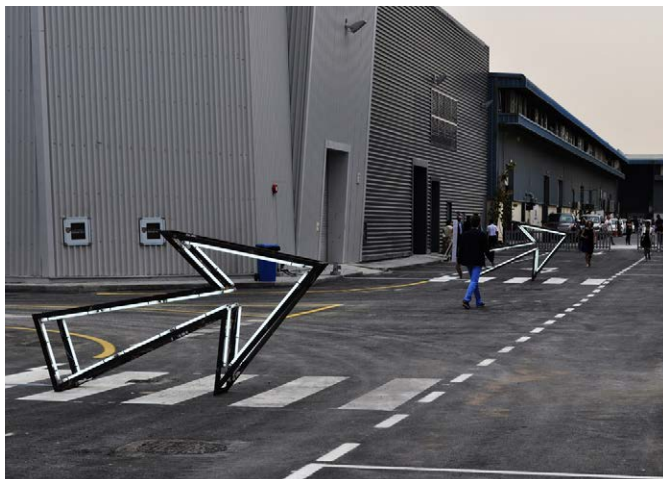
Our countless engagements with students and professionals bring to light a vast array of challenges in the design industry.



The Future of Consumer Goods.

Our key focus area over the last 2 years is to understand how consumer goods can adapt to the shift from traditional retailing to e-commerce.

Award-Winning Projects



Alserkal Arrows, Dubai
Society for Experiential Graphic Design Honor Award
Seattle, 2016



Ashkal Alwan Bookshelf, Beirut
Society for Experiential Graphic Design Honor Award
New York, 2012



PenguinCube, Beirut
British Council Young Creative Entrepreneur Award
London, 2012



Forgotten Cities Trail, Syria
Society for Experiential Graphic Design Honor Award
Montreal, 2011



PiFive, Worldwide
iF International Forum Communication Design Award
Hannover, 2010



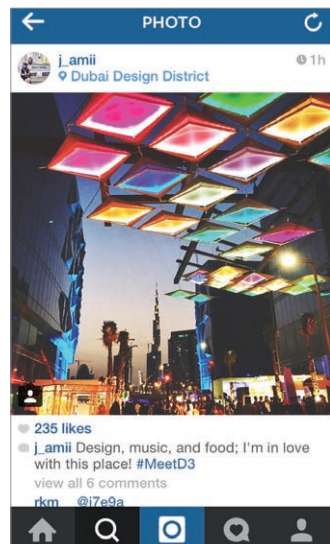
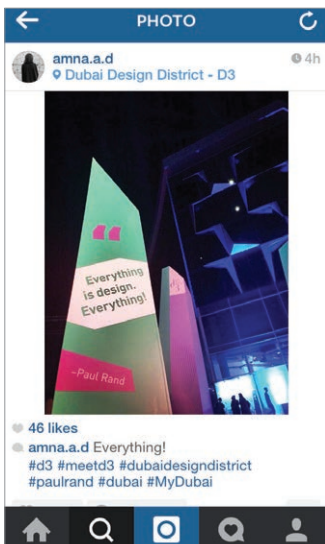
PiFour, Worldwide
Red Dot Design Museum Product Design Award
Essen, 2008

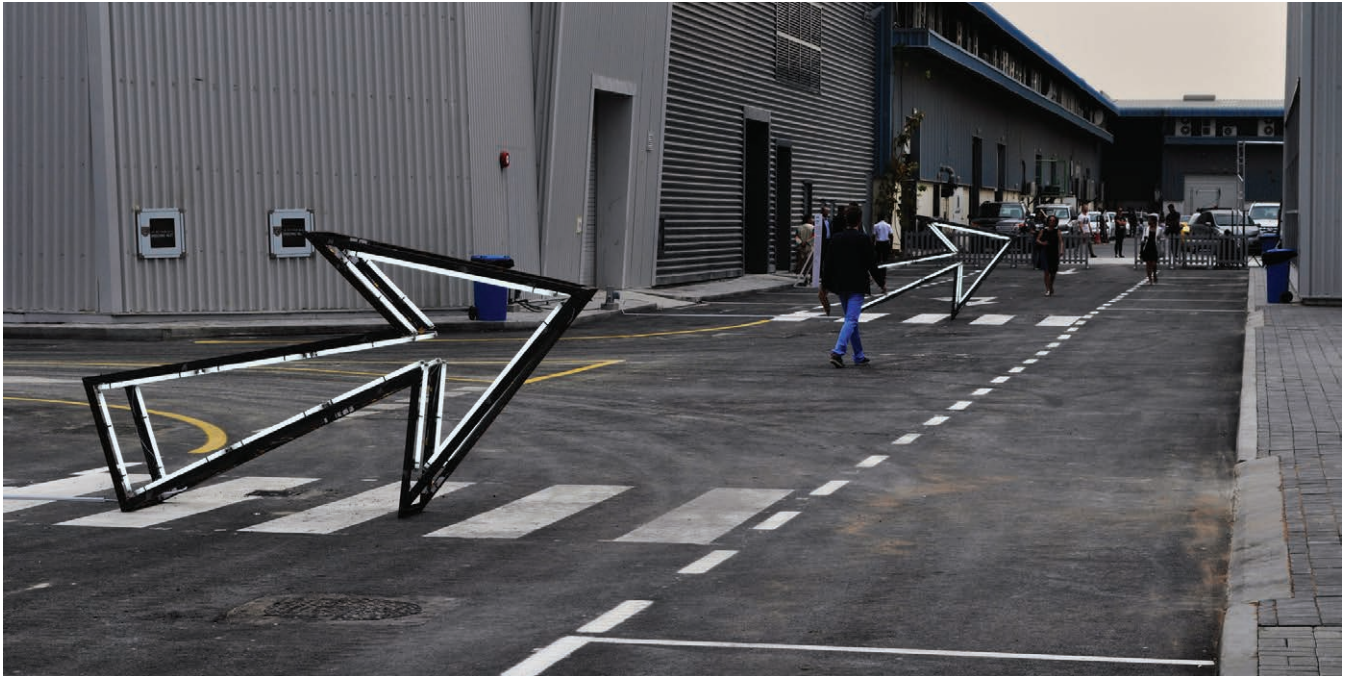
Meet d3 - Dubai Design District



The Dubai Design District (d3) is one of the newest Free Zone developments in Dubai. Dedicated and on a mission to make Dubai a regional and international hub for Design. The Management team of the District wanted “to put d3 on the map” and decided to do so by a 3 day mega design festival.

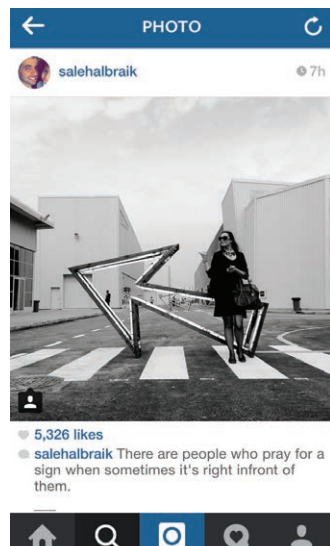
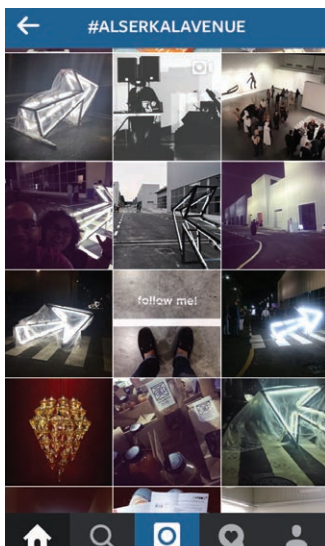
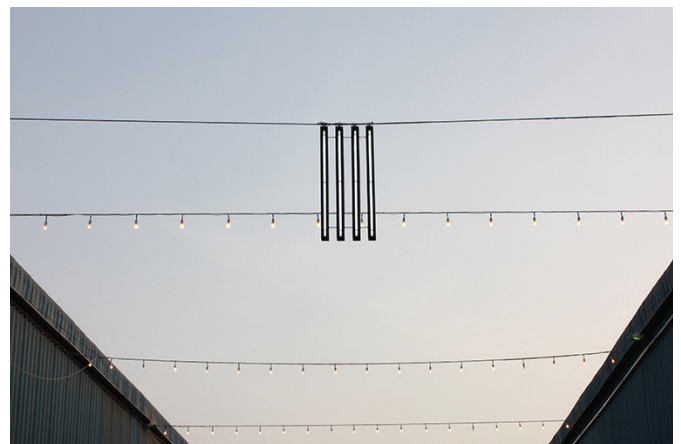
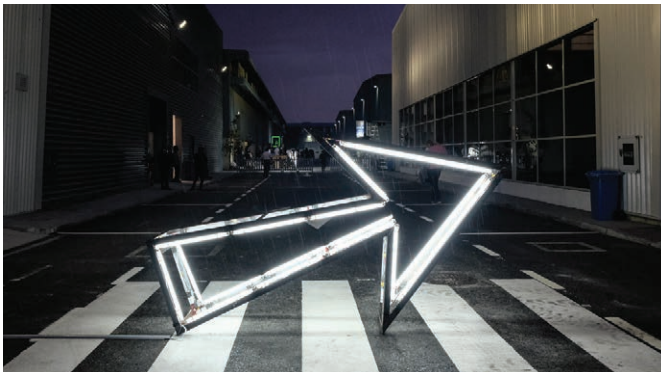
PenguinCube collaborated with Wanders Wagners Architects to design the overall event experience. This task entailed the entire user experience from arriving to the venue by car or public transport, to entering the venue, to discovering all of the exhibitors, F&B, and entertainment, and to finally leaving again.





The heart and catalyst of the regeneration of Al Quoz district in Dubai is Alserkal Avenue, a private compound of warehouses previously part of a marble storage and processing facility. Alserkal Avenue, now home to the city's trendiest cultural spots, with a multitude of creative spaces, contemporary galleries, museums and artist residences, inaugurated its expansion this year, doubling its previous size.

PenguinCube was involved in creating a seamless wayfinding system for the masterplan. The overall signage concept is inspired from the brand, using thin vertical lines and visual elements and keeping the strong industrial urban theme.



PenguinCube

Award for Culture



جائزة
الثقافة
للمركز العربي البريطاني

The Arab British Centre

Award
for Culture

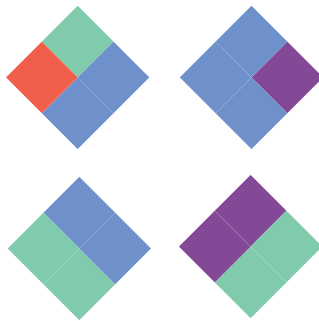
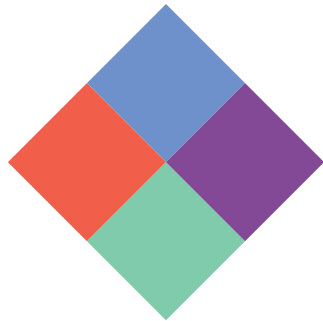
جائزة
الثقافة
للمركز العربي البريطاني

The Arab British Centre

Award
for Culture

Award for Culture is an initiative by the Arab British Centre. The award is given to Arabs living in the UK that are instrumental in the dialogue between the UK and the Arab World.

PenguinCube was approached to create a young and dynamic brand that represents the Arab World without reverting to the clichés. A flexible identity was designed based on the tiles that are ever-present in Arab countries, abstracted in a modern and vibrant manner.



جائزة
الثقافة
للمركز العربي البريطاني

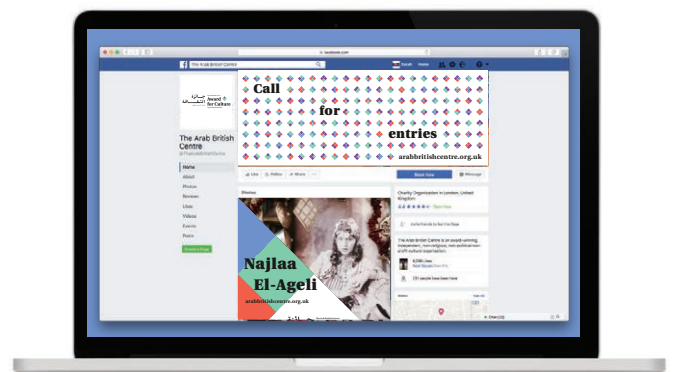
The Arab British Centre

Award
for Culture

جائزة
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The Arab British Centre

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IRTHI & HOUSE OF IRTHI

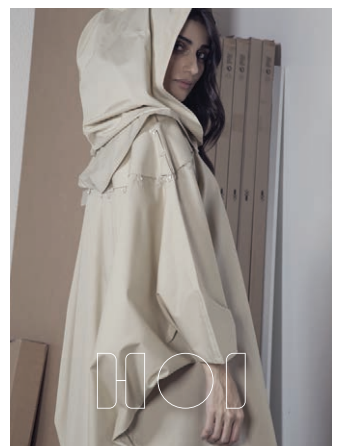
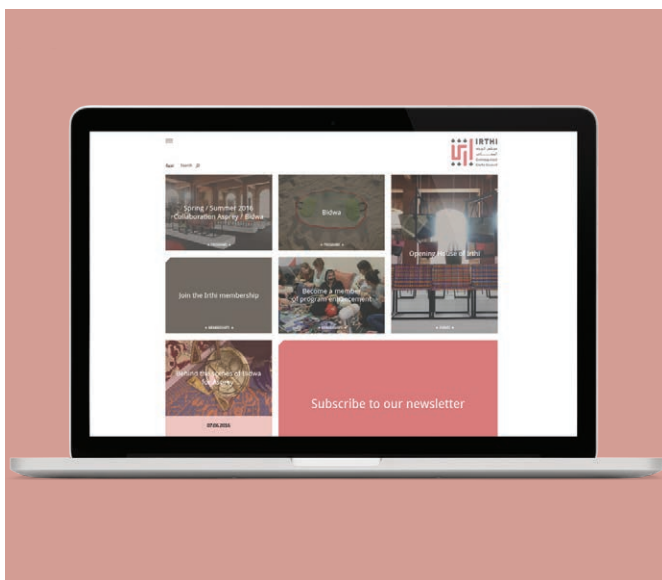
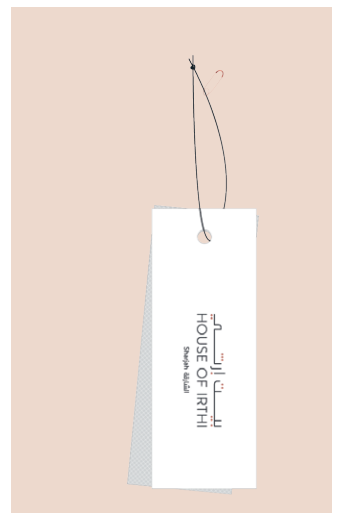
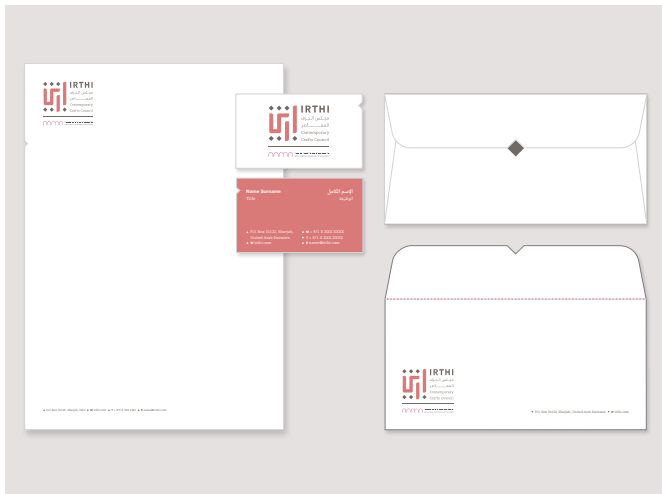


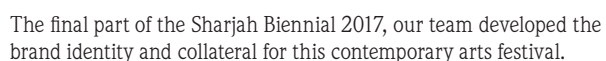
Irthi is a contemporary crafts council aiming at empowering women socially and economically through the crafts across the MENASEA and Central Asia regions. The main focus of its activities is to create a bridge between heritage and social change.

بيت ارتي HOUSE OF IRTHI

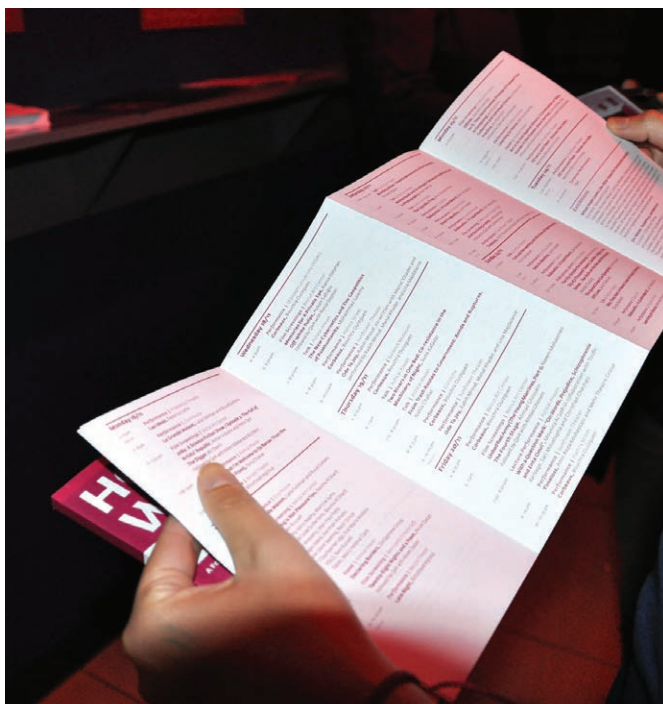
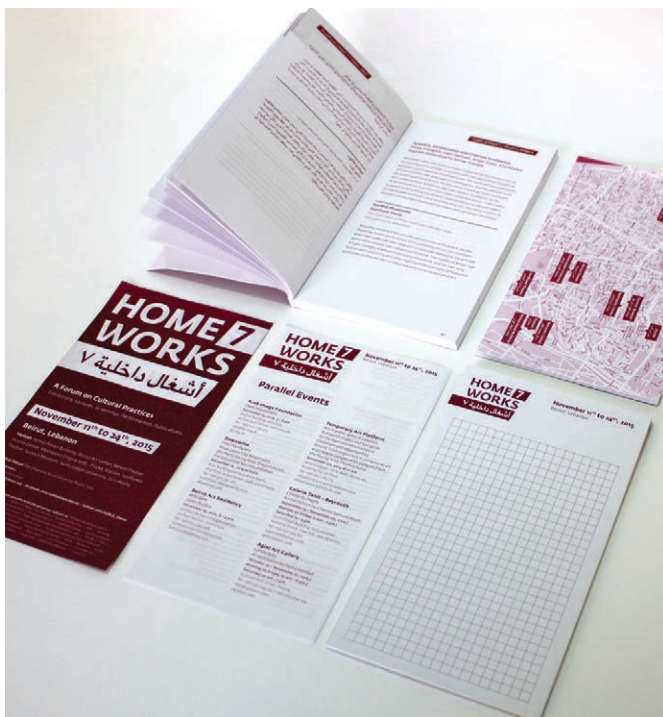
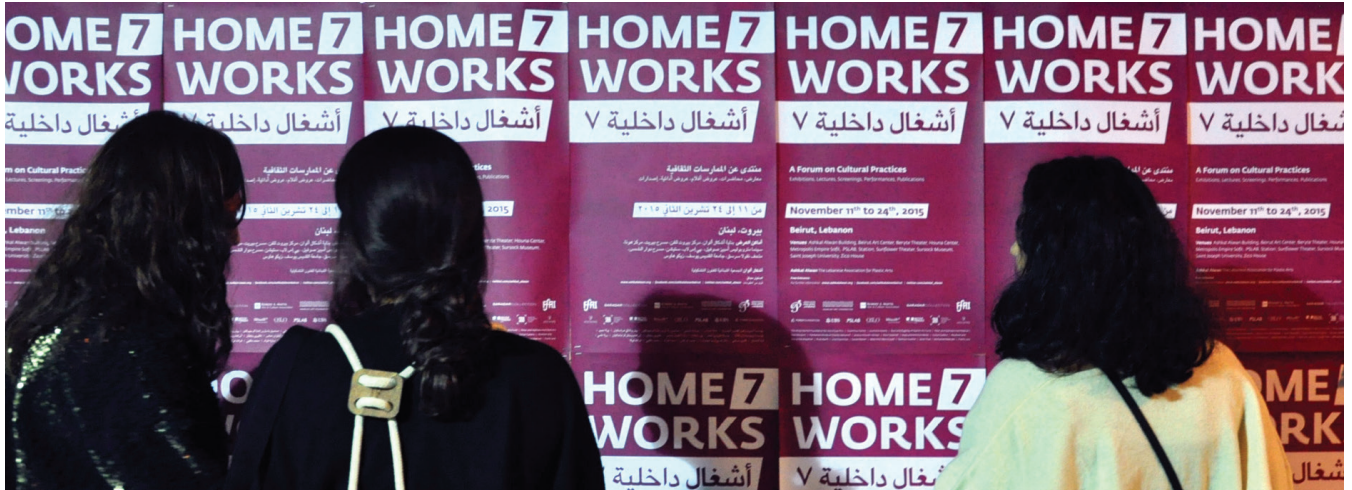
الشارقة Sharjah

House of Irthi is the concept store in which all products created by the different initiatives of Irthi will be sold. It is a high end space located in Sharjah, designed to become a memorable space and landmark.





Ashkal Alwan Home Works 7

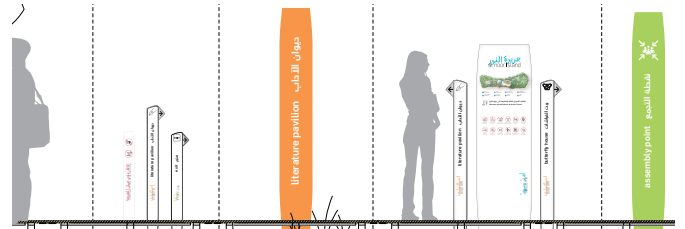


Al Noor Island



The Wayfinding and Signage for Al Noor Island is heavily inspired by its natural context. With an architectural intent to create all elements on the island seamless with nature. All signs are completely organic and curved thus creating a serious challenge for fabrication and construction.

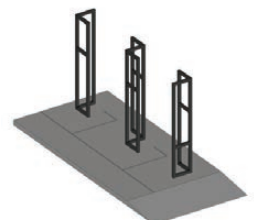
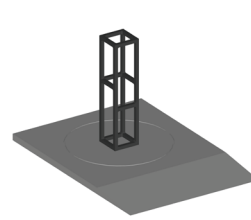
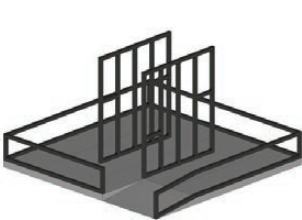
At night, the signs “glow in the dark” adding to the mood of the overall island’s experience.



King Abdulaziz Road Makkah



Sharjah Gateway to the Trucial States



Eight heritage sites in Sharjah have applied for World Heritage nomination status, consisting of four urban and four rural locations spanning across the Emirate. They have all contributed to the development of Sharjah, yet differ in period, function and historical significance.

The World Heritage nomination aims to bring consistency and aesthetic appeal to the sites, capturing the attention of residents and visitors alike.

PenguinCube was approached to implement a wayfinding and signage programme to enhance and create a cohesive and impacting navigational experience for the sites. The aim was to immerse the user in each site, providing them with enough information to be enriched with their visit.



Shindagha Historical District



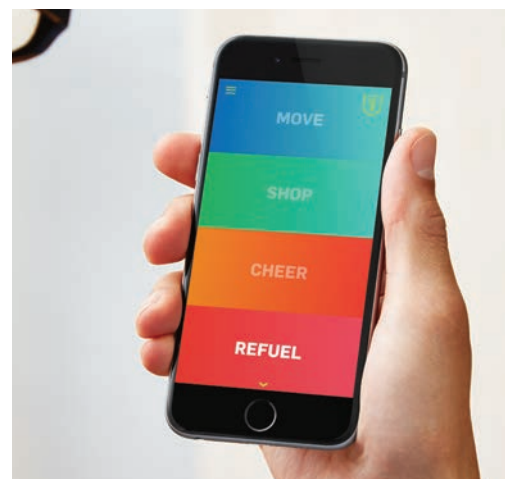
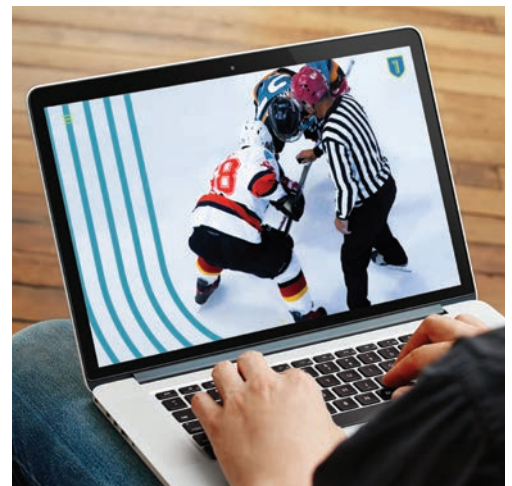
The true origin of Dubai, is undergoing a cultural makeover with the introduction of the Shindagha Museum. Our team developed the strategy and concept design of this complex Heritage District. Over 90 buildings in a 350,000 sqm site.



PenguinCube Sport Society



A NEW HOME FOR SPORT ENTHUSIASTS. This unique project is the The World's Premiere Sport Destination. Our team developed the positioning, name, and identity for this anti-mall retail destination, where users get to activities where they can move, refuel, shop and cheer.



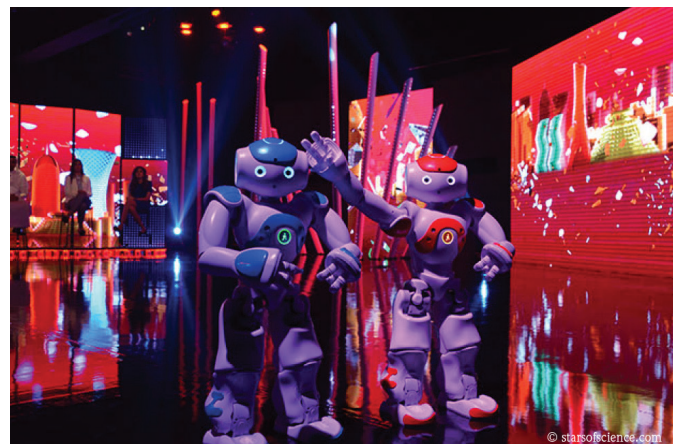
Stars of Science TV Set



Conceived as a futuristic incubator, the Stars of Science set (Season 6) is designed as a platform that gathers two distinct spaces: the workshops and the prime.

Inspirational, challenging, and diligent define the safe haven dedicated for the workshops. The hard work is later rewarded and shared during a highly competitive and intense prime where the contestants confront the world.

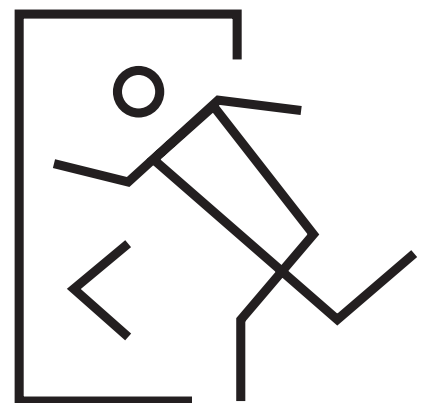
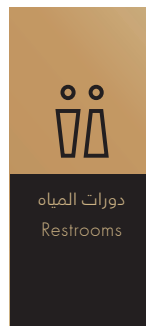
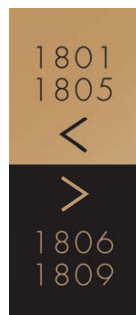
Our team worked the space in a way to meticulously translate the feel and the functions of the two spaces while guaranteeing a natural flow in the set between contestants, crew, jury, and attendees. A story was given to the set instead of just decorating it in order to give the set a personality and highlight the moments lived.



Aldar Shams Reflection



Our team designed and developed the wayfinding and signage system for twin mid-range towers in Abu Dhabi.

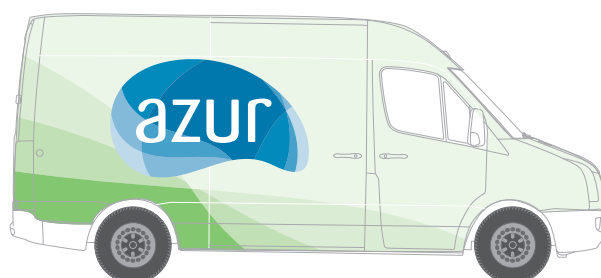
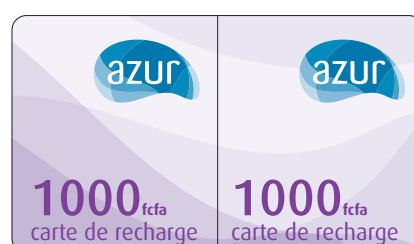


Azur



The Bahrain-based Saudi Telecom company, Bintel, obtained the license to enter the African telecom market and launched Azur in Gabon. In order to distinguish themselves in an already crowded market, Azur needed a brand that portrayed an honest and transparent service provider, one that grasps the significance of a breezy and relaxed customer experience.

We were commissioned to design and develop the brand identity and the initial launch campaign to portray such an image. We also developed the brand guide to streamline all environmental branding to be done on-site in Gabon.

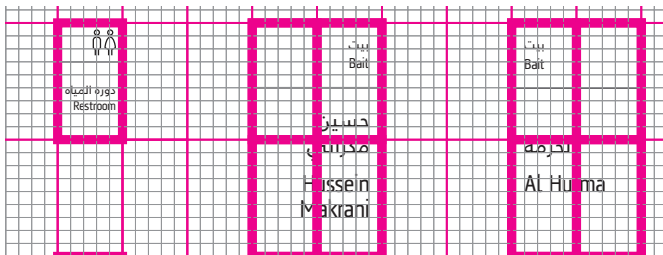


Sharjah Art Foundation



Sharjah Art Foundation brings a broad range of contemporary art and cultural programmes to the communities of Sharjah, the UAE and the region. PenguinCube was commissioned to develop a wayfinding and signage masterplan for its permanent buildings, temporary events, and future expansion.

The result is a minimal, raw, and refined modular concrete system that is integrated within the city's heritage and existing houses.

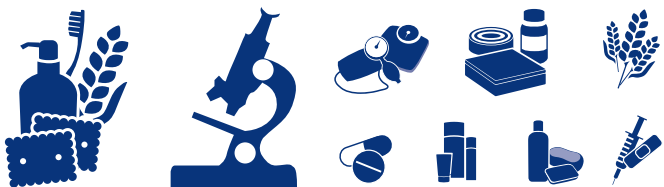
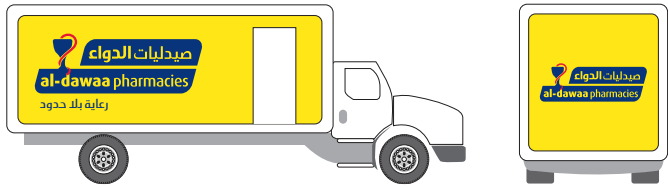
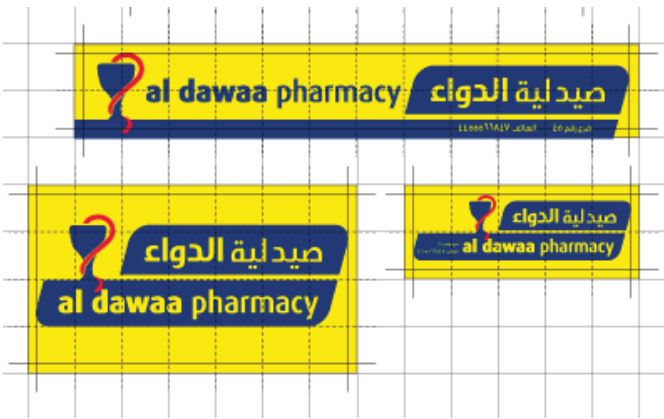


PenguinCube

AlDawaa

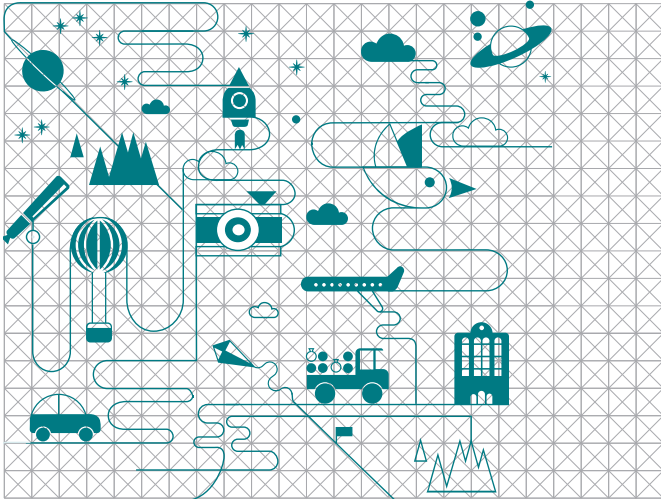


Al-Dawaa is one of Saudi Arabia's leading pharmacy chains and our role was to rejuvenate the brand of and to give it a more modern look and feel. This involved us working on the logo itself and all the environment branding making the Al-Dawaa chain a more contemporary experience from the inside out.

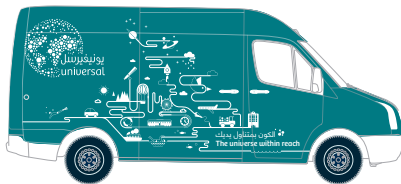


PenguinCube

Universal



الكون بمتناول يديك
The universe within reach



Established in 1991, Universal (formerly known as UTTA), is a travel and tourism agency part of a successful cross-sector Omani consortium that owns more than 20 companies.

The brand's identity was not significantly distinct and was kept minimal throughout the years which hasn't contributed in conveying a vibrant and updated image of the brand.

Based on the fieldwork and research our team has done, we were able to find a unique positioning and the brand's key promise: Universal leaves nothing to chance.

The dynamism, adaptability and variety of the services as well as the expertise and availability of the agents are the added values of the revamped brand. These features are now an integral part of the visual and verbal identity elements we created.



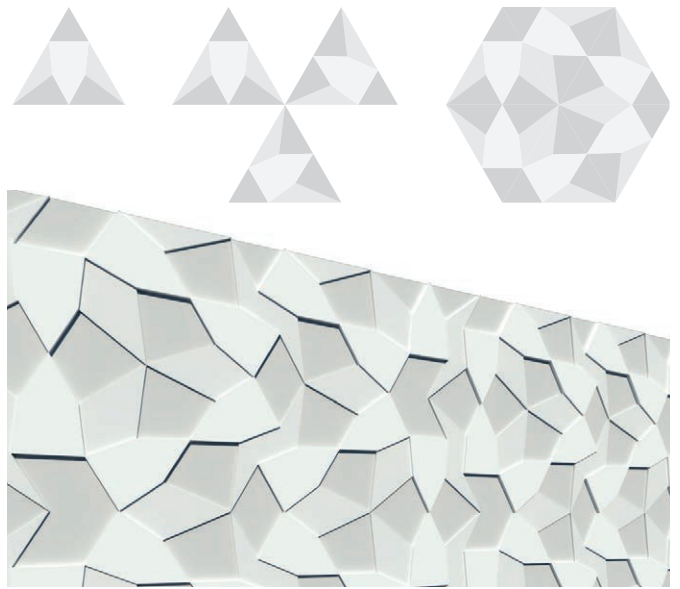
Aisha Bint el-Sayyid Ibrahim Mosque



Aisha Bint el-Sayyid Ibrahim (also known as Al Warqa) mosque is a Friday prayer mosque located in Al Warqa 3 area in Dubai. This project has a distinctive architectural design language that has a fluid interplay between the building mass and the elements of nature; such as wind, sound, light, and landscape.

Our design team relied on the animation provided by natural light to define a certain perception of the different spaces of the mosque.

The key idea behind the concept we presented was to revisit traditional elements and religious notions in order to add a modern feel to the space. In collaboration with Ibda Design, we designed a pattern that has 3 levels and that would be an abstraction of the three basic stances of the praying ritual.

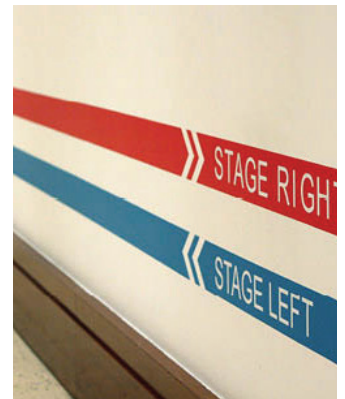
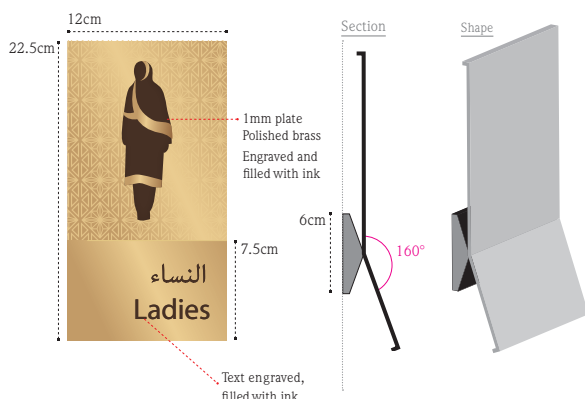
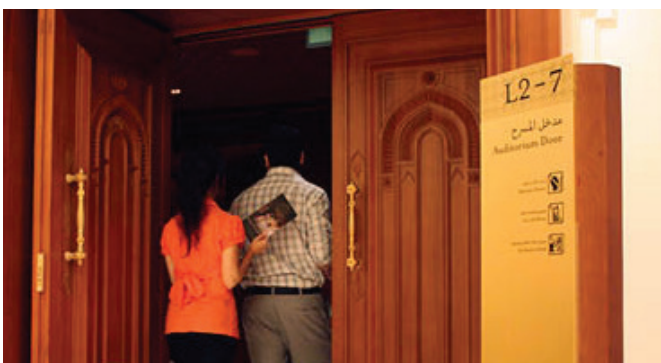


Royal Opera House Muscat

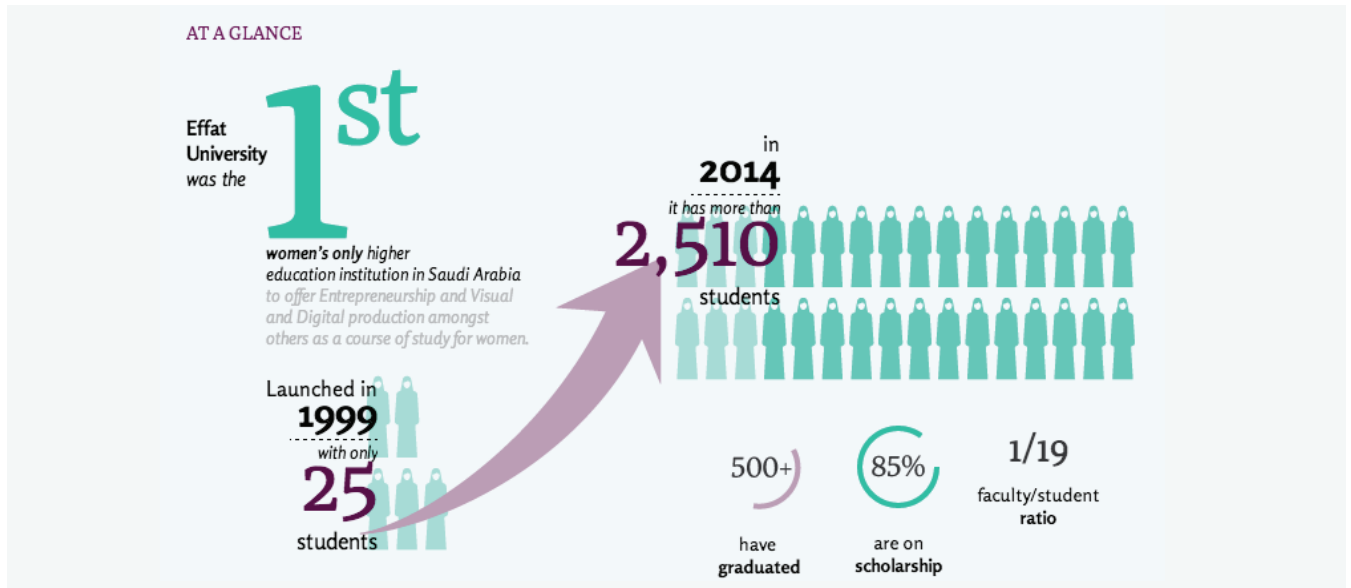


The Royal Opera House in Muscat is designed to be the leading arts and culture organization in the Sultanate of Oman. It has been designed to serve as a global center for cultural engagement. Its design is a reflection of the fusion between traditional Oman and the modern Oman.

The elaborate designs of the interior, which have been hand crafted to the smallest of details, provided the basis and one of the project's challenges, when it came to designing and planning a much needed wayfinding system. The patterns and motifs inspired the background of the signs and their materials, while at the same time posed challenges when it came to fixation and sign positions.

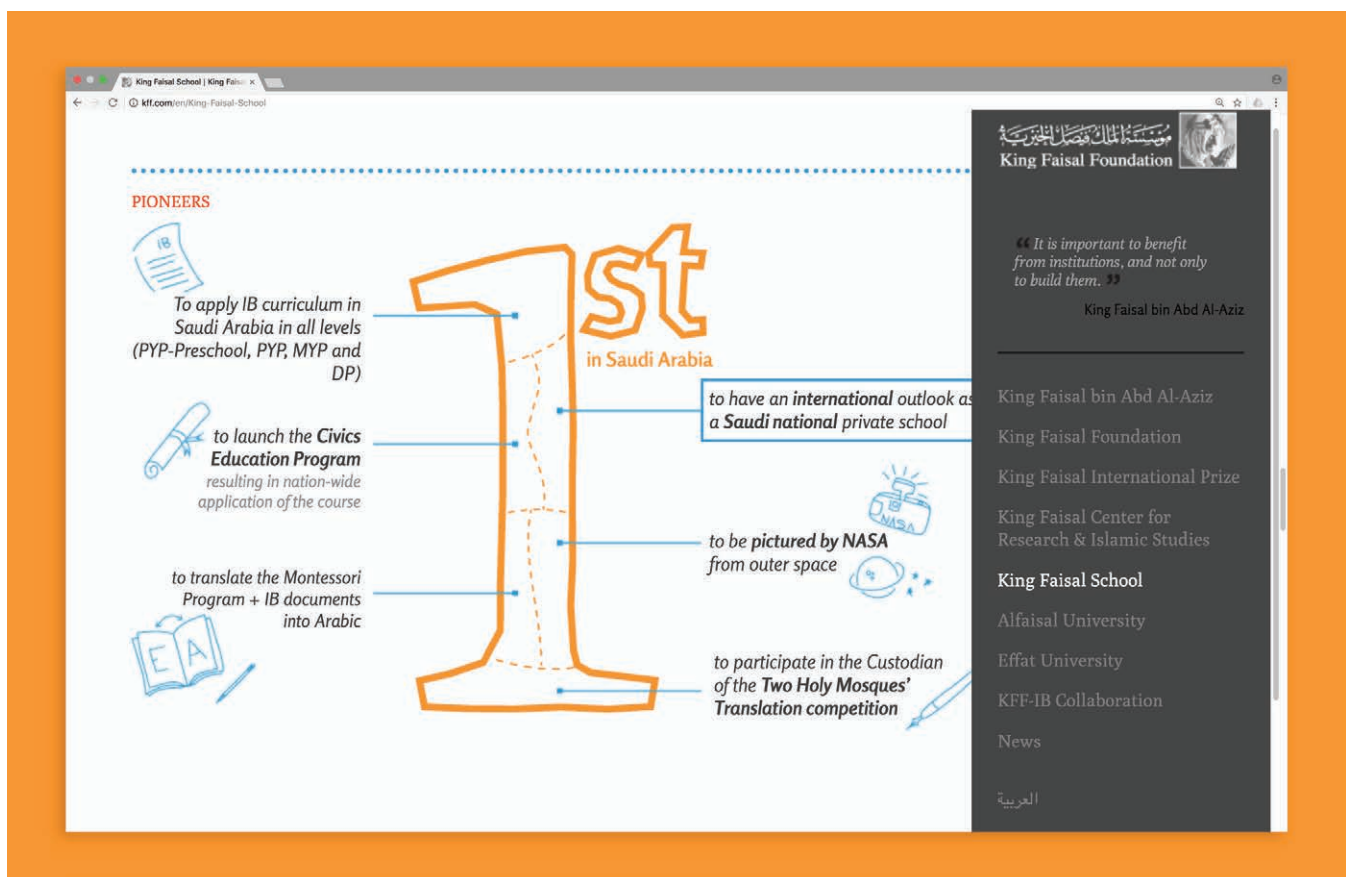


King Faisal Foundation



The King Faisal Foundation (KFF) was established in 1976 by the sons of the late King Faisal of Saudi Arabia and is one of the largest philanthropic foundations worldwide.

The foundation operates through its five affiliates: Effat University, Alfaisal University, King Faisal International Prize (KFIP), King Faisal Center for Research & Islamic Studies (KFCRIS), King Faisal School (KFS), Prince Sultan College for Tourism & Business (PSCTB).



PenguinCube
Nuvola



The rapidly growing demand for beauty and personal care products has created a tremendous business potential in the kingdom as well as the region, and Nuvola aims to fill this gap.

By choosing the name “Nuvola” (cloud in Italian), we wanted to emphasise on this state of extreme happiness, relaxation and wellbeing. It is a fresh brand, allowing its customers to feel like they are pampered and taken care of in a shop that offers a range of quality products, as well as a team of experts that will guarantee a unique shopping experience.



PenguinCube

Raio Paints



Raio

Paints

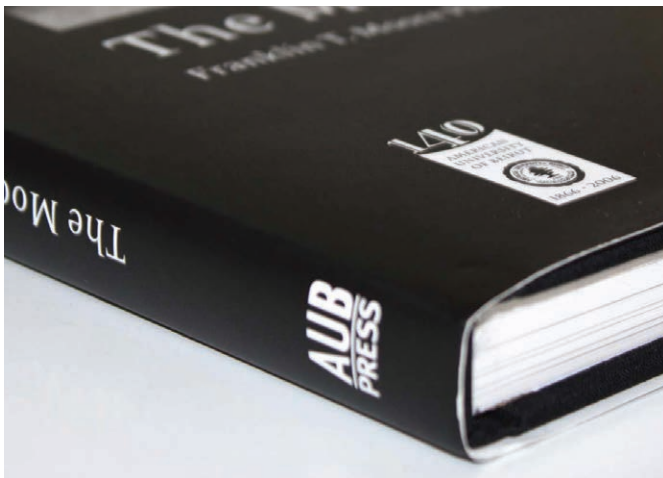


Raio is a new paint manufacturing brand in Mozambique. The brand needed to be created completely from scratch taking into consideration that it was a brand made for Mozambique but looking to expand across Africa.

We created both a name for the brand, which is based on the Portuguese word for ray, and a full, easily recognizable brand identity covering several applications of the brand.

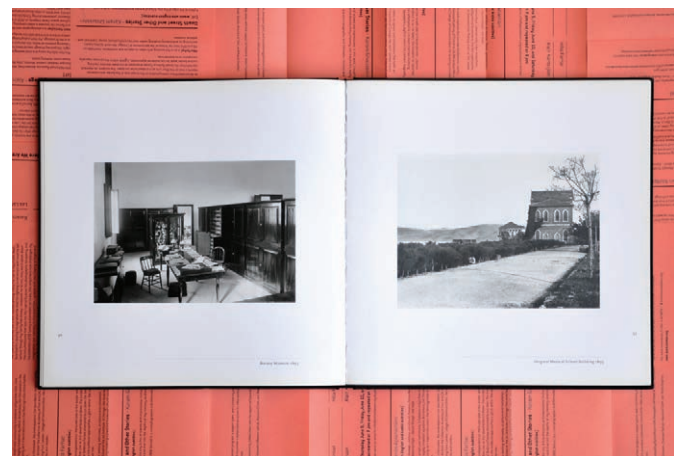
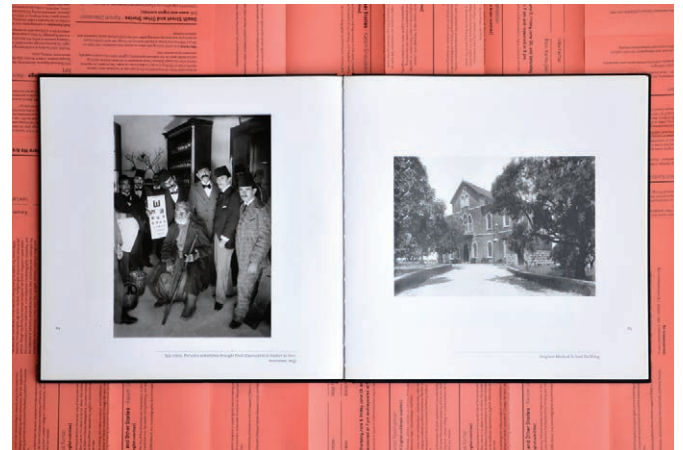


The Moore Collection



A book dedicated to the restored photographs of Franklin T. Moore (1892-1902), a faculty member at the Syrian Protestant College (now the American University of Beirut).

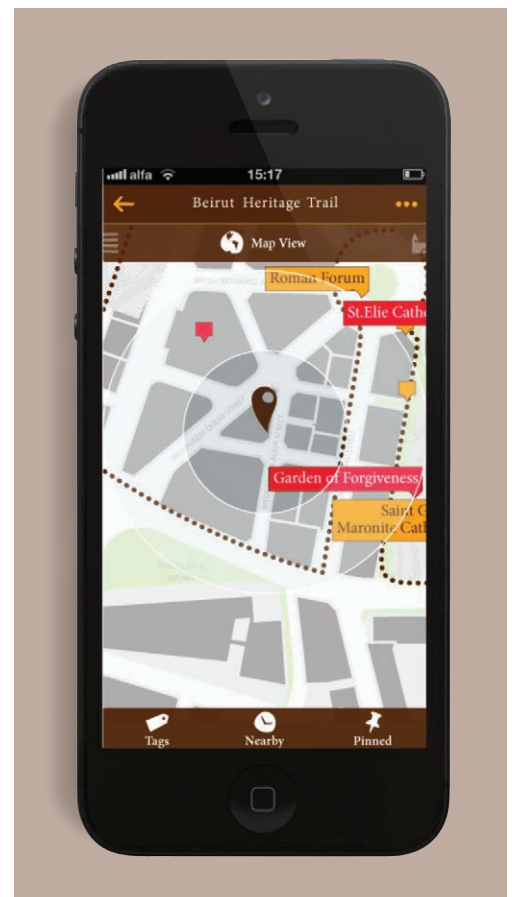
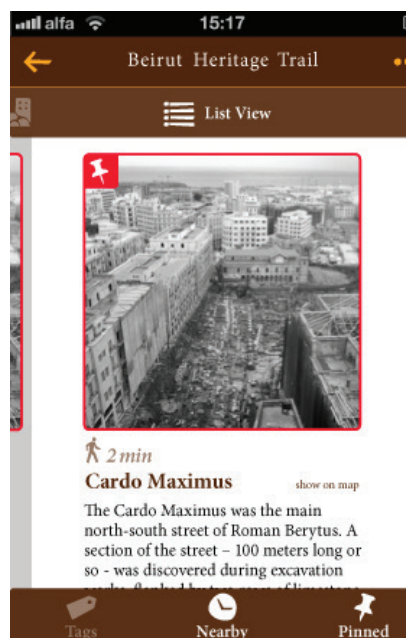
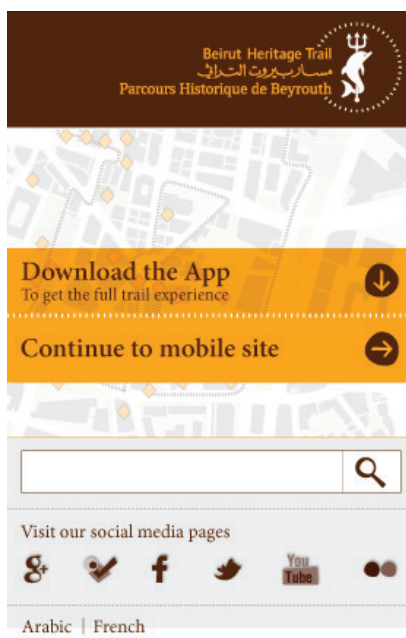
Although the book appears to be black and white, it was printed using 4 colours: black, silver, glossy varnish and matte varnish to give the photos their 'true' colour and shine.



Beirut Heritage Trail



The Beirut Heritage Trail is a cultural project undertaken by Solidere in the heart of Beirut. The project covers the entire central district of Beirut and aims to point out, elaborate on, and create several experiences surrounding the historical landmarks in the area. We created an online experience that will add dimension, direction and depth to the Heritage Trail as well as enhance the visitor's experience.



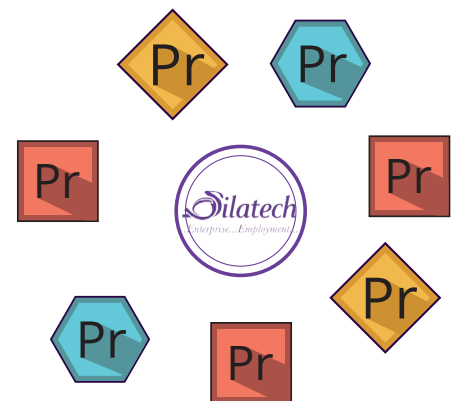
Silatech Brand Strategy



Silatech is a dynamic social initiative that works to create jobs and expand economic opportunities for young people throughout the Arab world. Their mission is achieved by investing, promoting, participating, and/or connecting with individuals, organizations, and institutions. The degree to which Silatech is involved varies by project, and as such, their brand and identity needs to reflect this involvement in a consistent and efficient way across all projects.

We were engaged in developing a Brand Architecture Strategy that would put forward policy and guidelines for brand usage of the Silatech brand in relation to said partners, initiatives, projects and programs.

The project was delivered in the form of a “cheat sheet” summarizing the architecture and offering an “easy read” to stakeholders with info-graphics, charts, diagrams, text and images to portray the strategy.

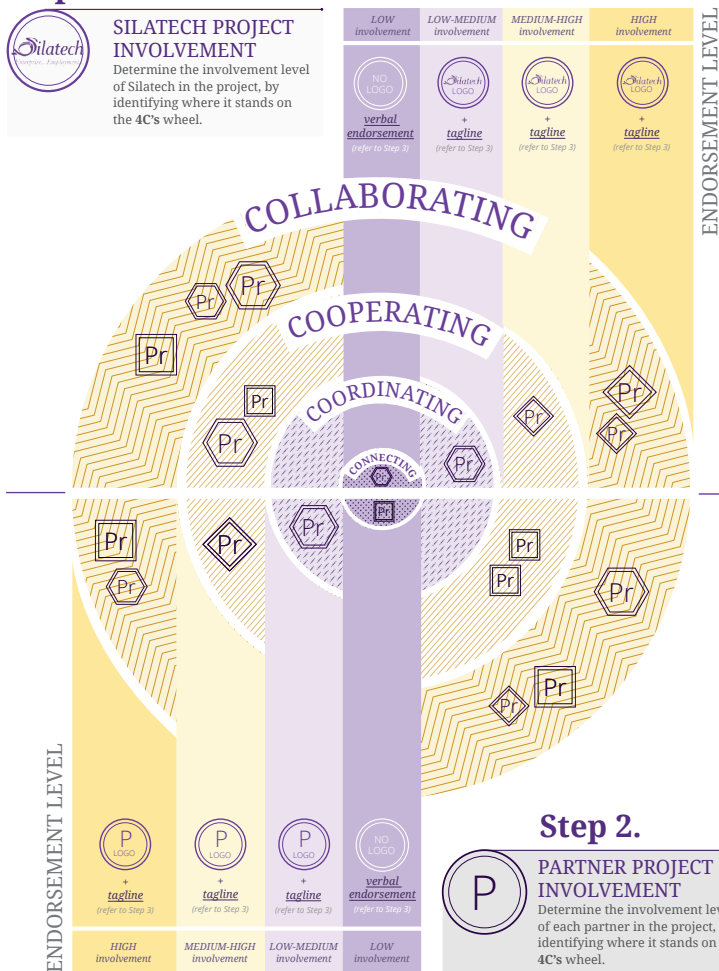


Step 1.



SILATECH PROJECT INVOLVEMENT

Determine the involvement level of Silatech in the project, by identifying where it stands on the 4C's wheel.



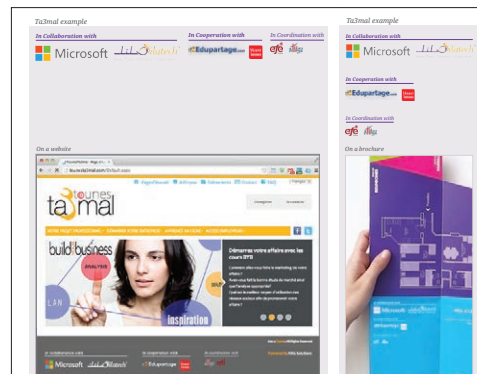
Step 2.



PARTNER PROJECT INVOLVEMENT

Determine the involvement level of each partner in the project, by identifying where it stands on the 4C's wheel.

Repeat step 2 for all partners in a project

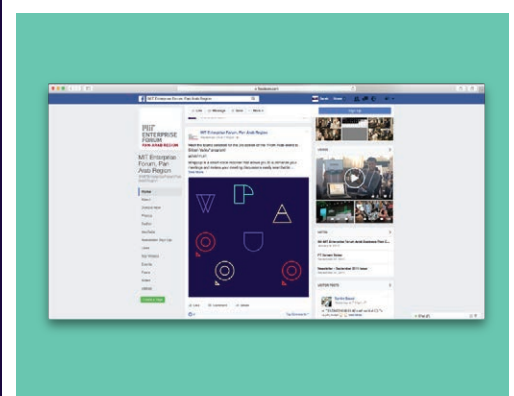
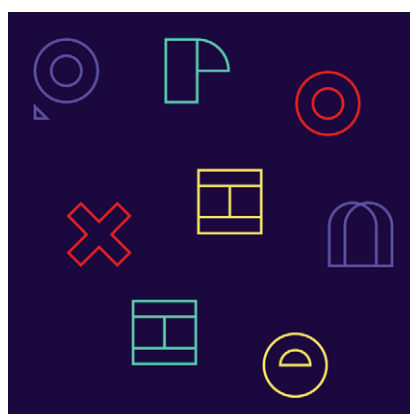
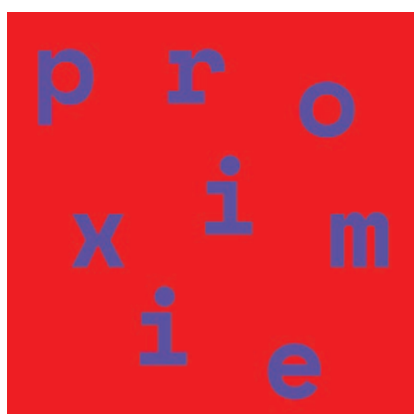
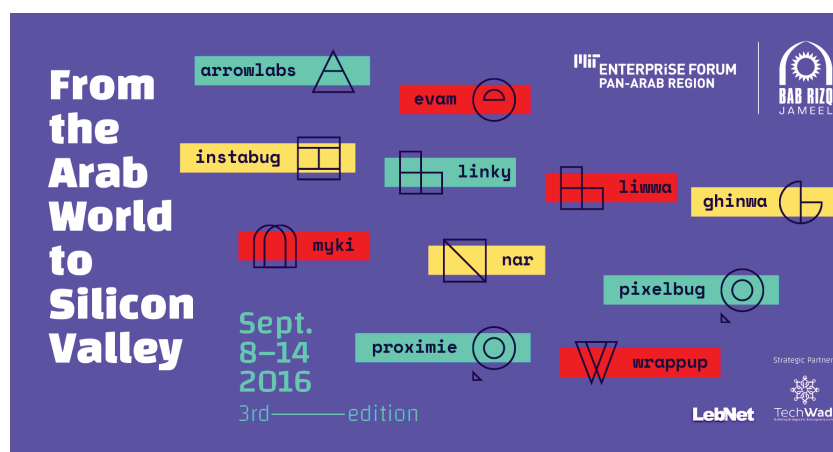
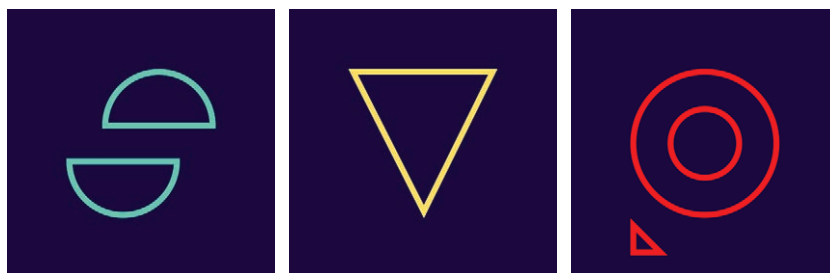


From the Arab World



From the Arab World to Silicon Valley is an annual program that promotes startups and entrepreneurs from the Arab world on an international level. Since 2014, MIT Enterprise Forum - Pan Arab Region and Bab Rizq Jameel have selected established startups that are sent to Silicon Valley to meet mentors, investors, and go through training during a week-long immersive program.

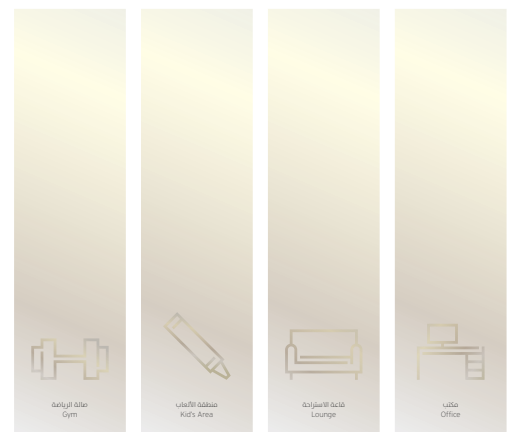
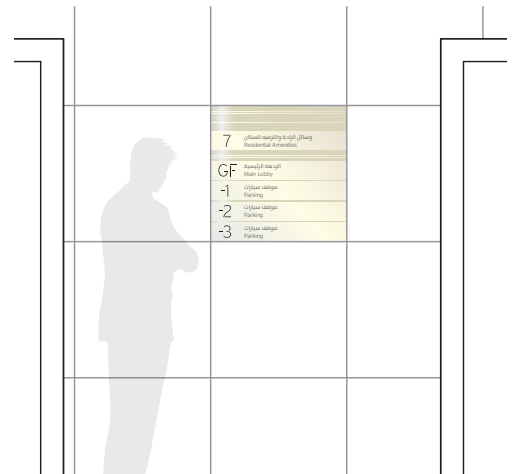
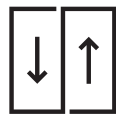
For it's third edition, PenguinCube's aim was to redefine the identity as one that links the Arab world to technology while steering clear of the cliches of both, as well as strengthening the Arab region's entrepreneurial and innovative image.



Emaar Square Cairo



A high-end mixed-use developed in Cairo, our team developed the wayfinding and signage design for multiple residential buildings.



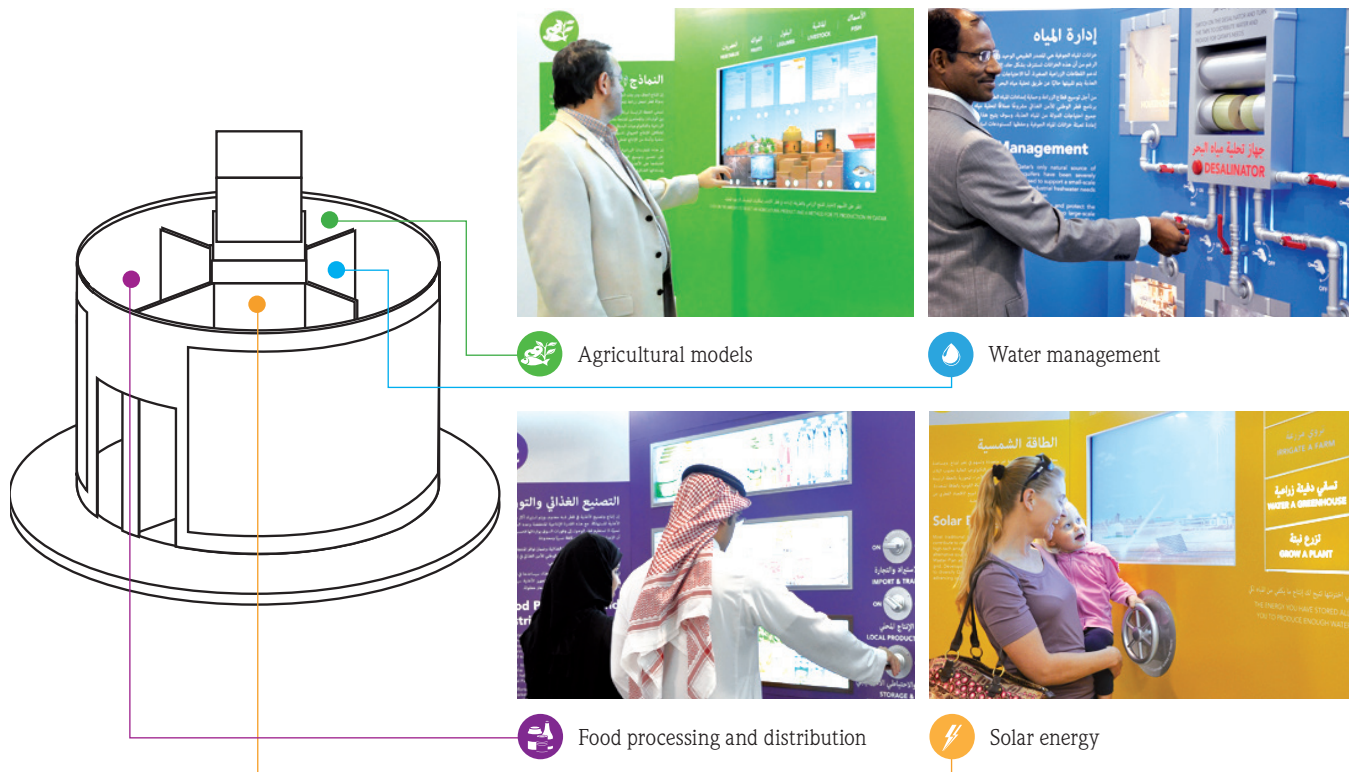


In 2012, Bookshelf won an SEG D Honor Award and since it was installed, it contributed in increasing the amount of donations to the Ashkal Alwan Home Workspace.



PenguinCube

QNSFP Pavilion



The Qatar National Food Security Programme (QNFSPP) is a national initiative designed to address the food security challenges in Qatar, a country highly dependent on food imports. PenguinCube was commissioned to create an interactive media-rich pavilion that showcases in a tangible way QNFSPP's strategy for achieving food and water security in Qatar.

Inside the space, visitors immerse themselves in a learning experience about the food, water, and energy solutions proposed. They interactively participate in manipulating different variables and witness the effect of their intervention instantly, while also having the possibility to learn more on the information panels and diagrammatic walls.



PenguinCube

LetterPressArabic



أبجد هوز حطي كلمن

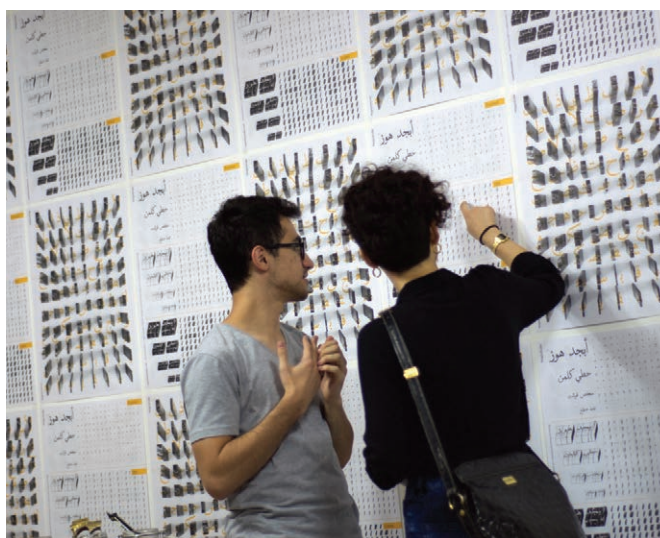
أبجد هوز حطي كلمن

أبجد هوز حطي كلمن



LetterPressArabic is an homage to a centuries-old technology that saw its demise in the 1970's because of the emergence of offset printing technology.

PenguinCube decided to bring typesetting back to life by salvaging actual type casts from an old printing press. Each letter of the type casts was drawn separately as a reminder of the texture and the typographic sensibility that comes from using actual metal type.



Typeface design. Commissioned by PenguinCube. Executed in Beirut. Launched in May 2015.

Client List

UAE

- > **Majid Al Futtaim**, Dubai, UAE
- > **Aldar**, Abu Dhabi, UAE
- > **Healthpoint Hospital**, Abu Dhabi, UAE
- > **Emaar**, Dubai, UAE
- > **Dubai Municipality**, Dubai, UAE
- > **DLR Group**, Dubai, UAE
- > **Leaders Sports**, Dubai, UAE
- > **noon.com**, Dubai, UAE
- > **FGB - First Gulf Bank**, Abu Dhabi, UAE
- > **Shurooq**, Sharjah, UAE
- > **Laing O'Rourke**, Dubai, UAE
- > **Sharjah Art Foundation**, Sharjah, UAE
- > **TECOM Dubai Design District**, Dubai, UAE
- > **Al Ghurair Investment**, Dubai, UAE
- > **Al Garhoud Private Hospital**, Dubai, UAE
- > **Cinema Akil**, Dubai, UAE
- > **Alserkal Avenue**, Dubai, UAE
- > **Dubai Design Days**, Dubai, UAE
- > **Dubai Design Week**, Dubai, UAE
- > **Art Dubai**, Dubai, UAE
- > **Pitfire Pizza**, Dubai, UAE

Saudi Arabia

- > **King Faisal Foundation**, Riyadh, Saudi Arabia
- > **Princess Noura University**, Riyadh, Saudi Arabia
- > **Al Dawaa Medical Services**, Dammam, Saudi Arabia
- > **King Abdallah Financial District**, Riyadh, Saudi Arabia
- > **King Abdallah University of Science and Technology**, Tuwel, Saudi Arabia
- > **Dar Al Handasah**, Riyadh, Saudi Arabia
- > **King Abdallah Waqif Hotels**, Medina, Saudi Arabia

Sultanate of Oman

- > **The Royal Court of Oman**, Muscat, Oman
- > **Universal Travel and Tourism**, Muscat, Oman

Qatar

- > **Qatar Foundation**, Doha, Qatar
- > **The Pearl Qatar**, Doha, Qatar
- > **Stars of Science TV Show**, Doha, Qatar
- > **Qatar National Food Security Program**, Doha, Qatar
- > **Silatech**, Doha, Qatar
- > **Qatalum**, Doha, Qatar
- > **Shumoukh Towers**, Doha, Qatar
- > **Hamad Medical Centre**, Doha Qatar

Malaysia

- > **IKEA/IKANO**, Kuala Lumpur, Malaysia

Kuwait

- > **Trafalgar - Kuwait Luxury Company**, Kuwait

Bahrain

- > **Elaf Bank**, Bahrain

Italy

- > **Systematica**, Milano, Italy

India

- > **AERENR**, Delhi, India

Jordan

- > **Capital Bank of Jordan**, Amman, Jordan
- > **Consolidated Consultants Group**, Amman, Jordan

China

- > **Unigrand Management Limited**, Guangzhou, China

Mozambique

- > **Riao Paints Limited**, Beira, Mozambique

Gabon

- > **Azur Telecom**, Libreville, Gabon

Switzerland

- > **Ecole Polytechnique Fédérale de Lausanne**, Lausanne, Switzerland
- > **ILO**, Geneva, Switzerland
- > **Swiss Agency for Development and Cooperation**, Bern, Switzerland

Belgium

- > **Young Arab Theatre Fund**, Brussels, Belgium

Lebanon

- > **American University of Beirut**, Beirut, Lebanon
- > **Zaitounay Bay**, Beirut, Lebanon
- > **Khatib and Alami**, Beirut, Lebanon
- > **Solidere**, Beirut, Lebanon
- > **Four Seasons Hotel**, Beirut, Lebanon
- > **Phonecia Intercontinental Hotel**, Beirut, Lebanon
- > **Ashkal Alwan**, Beirut, Lebanon
- > **MARIAGROUP**, Beirut, Lebanon
- > **UNDP**, Beirut, Lebanon
- > **UNEP**, Beirut, Lebanon
- > **ILO**, Beirut, Lebanon

United States

- > **DLR Group**, Omaha, Nebraska; Los Angeles, California
- > **The Getty**, Los Angeles, California
- > **Temple University**, Philadelphia, Pennsylvania
- > **Institute of Palestine Studies** Washington, DC

Canada

- > **Reich+Petch**, Toronto, Canada

Egypt

- > **Emaar Square**, Cairo, Egypt

United Kingdom

- > **Chatham House**, London, UK
- > **PLP Architecture**, London, UK
- > **Arab British Centre**, London, UK

Japan

- > **Arata Isozaki & Associates**, Tokyo, Japan

PenguinCube

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