PORTFOLIO · 2026

# AHMAD HAMDY ELFEEL

## 3D ARTIST

Exhibition Booth & Events / Interior Designer

**2020**
FREELANCE SINCE

**6+**
YEARS OF PRACTICE

**B.Sc.**
ENGINEERING · TANTA UNIV. 2024

ABOUT ME

### Turning creative ideas into real, buildable 3D spaces.

Architectural designer and 3D artist driven by passion and creativity. I graduated from the Faculty of Engineering, Tanta University in 2024, and have been working as a freelancer since 2020 — gaining hands-on experience in 3D modeling, architectural visualization, exhibition booth & event design, interior design and architectural finishing.

I specialize in turning creative ideas into realistic, practical and visually striking 3D designs. I pay close attention to detail, solve problems fast, work well under pressure and always meet deadlines — and I keep pushing my technical and creative skills to take on new challenges and deliver high-quality projects.

SOFTWARE

- 3ds Max
- Blender
- SketchUp
- AutoCAD
- Corona Renderer
- V-Ray
- Lumion
- Photoshop
- Illustrator

INDEX

# SELECTED PROJECTS

EXPERTISE

- 3D Modeling
- Architectural Visualization
- Exhibition Booth Design
- Event Design
- Interior Design
- Architectural Finishing

## 01 Johns Hopkins Aramco Healthcare

ARCHITECTURE · EXHIBITION DESIGN

## 02 Investment Center — Al-Qurayyat

VIP EVENT DESIGN

## 03 Brain & Neurology Hospital

HEALTHCARE ARCHITECTURE · INTERIOR

## 04 Think. Verify. Protect.

EXHIBITION BOOTH DESIGN

## 05 JHAH Exhibition Booth

EXHIBITION BOOTH DESIGN

## 06 MSD Animal Health Booth

EXHIBITION BOOTH DESIGN

## 07 stc Exhibition Booth

EXHIBITION BOOTH DESIGN

## 08 Saudi Founding Day Booth

EVENT & EXHIBITION DESIGN

PROJECT — ARCHITECTURE · EXHIBITION DESIGN

# 01

# JOHNS HOPKINS ARAMCO HEALTHCARE

Co-branded facade & entrance — plus a Saudi National Day 96 heritage exhibition inside the lobby.

**CLIENT**
Johns Hopkins Aramco Healthcare (JHAH)

**SECTOR**
Healthcare · Medical Services

**PROJECT TYPE**
Facade Branding + Indoor Exhibition

**AREA**
≈ 1,800 m² building · ≈ 600 m² exhibition

**LOCATION**
Saudi Arabia

**SOFTWARE**
3ds Max · Corona Renderer · Photoshop

**2**
BRANDS UNIFIED

**10+**
EXHIBITION STANDS

**11**
FINAL RENDERS

BRIEF · CHALLENGE · SOLUTION

# CASE STUDY

01

JOHNS HOPKINS ARAMCO HEALTHCARE

## OVERVIEW

Photoreal visualization of the main entrance of a Johns Hopkins Aramco Healthcare center — a two-storey medical building carrying the joint identity of Johns Hopkins Medicine and Saudi Aramco.

## OBJECTIVE

Present the center's co-branded identity on the facade with clear bilingual wayfinding, and deliver approval-ready visuals before fabrication.

## THE CHALLENGE

Two strong brand identities and bilingual Arabic / English signage on one long horizontal facade — while keeping hierarchy, street legibility and a calm, clinical character.

## THE SOLUTION

A textured-stone facade with a continuous ribbon window, 3D channel letters locked to the panel grid, a dedicated co-branding panel, a shaded colonnade with benches, and an Islamic-geometry frosted entrance as a local touch.

## DESIGN PROCESS

01 **Brief & Site Analysis**

02 **Concept & Layout**

03 **3D Modeling**

04 **Materials & Lighting**

05 **Render & Post-Production**

FROM WIREFRAME TO FINAL RENDER

# BREAKDOWN

01

JOHNS HOPKINS ARAMCO HEALTHCARE

## 01 Wireframe

Clean topology and modular facade grid built to real proportions.

## 02 Clay Render

Lighting, shadows and massing tested without materials.

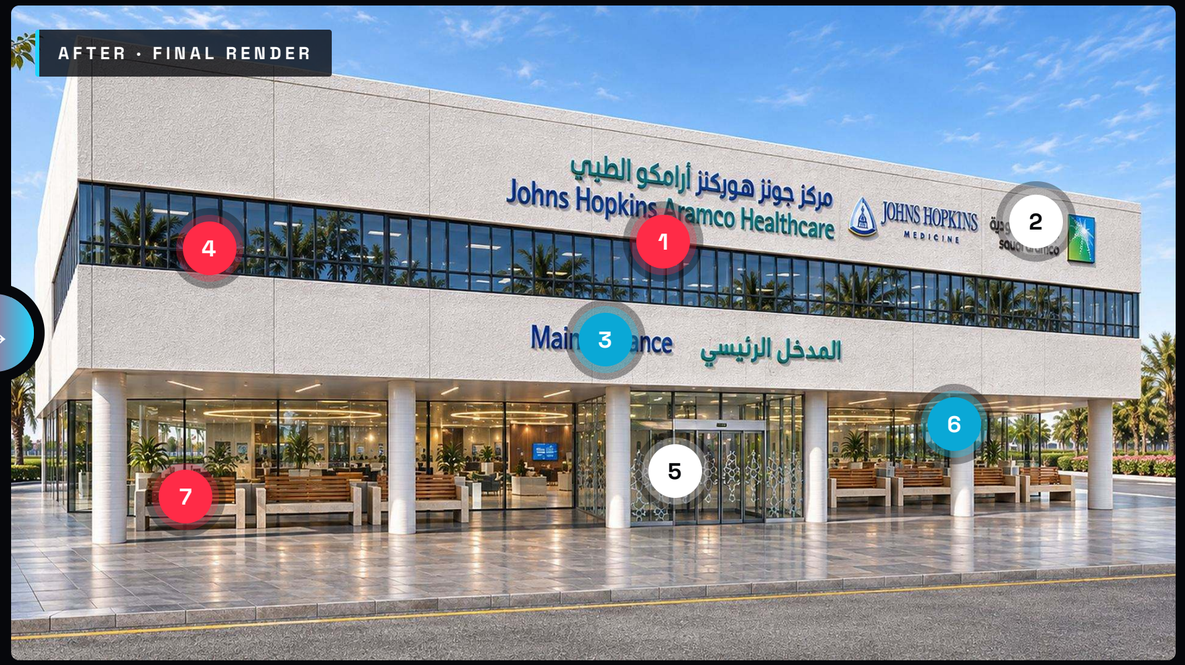
## 03 Final Render

Materials, signage, landscape and post-production.

# BEFORE / AFTER

01

JOHNS HOPKINS ARAMCO HEALTHCARE




1. Bilingual 3D channel-letter signage
2. Co-branding panel — JHM × Aramco
3. Main entrance wayfinding
4. Continuous ribbon glazing
5. Islamic-pattern frosted sliding doors
6. Shaded colonnade & canopy
7. Patient waiting benches

# 01

## عزنا بطبعنا

# SAUDI NATIONAL DAY 96

“Ezzuna Bitab‘ina” — an indoor heritage exhibition journey.

**CLIENT**
Johns Hopkins Aramco Healthcare (JHAH)

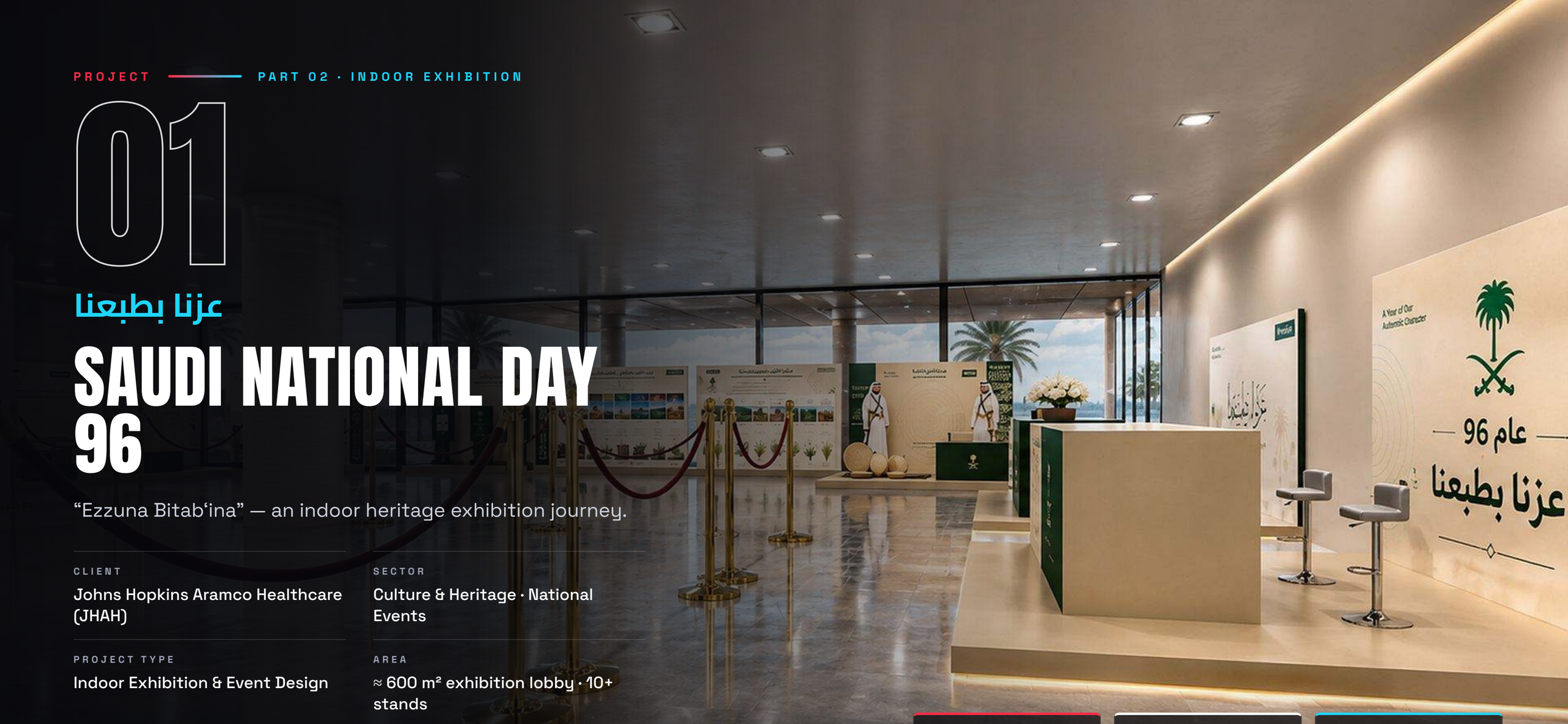
**SECTOR**
Culture & Heritage · National Events

**PROJECT TYPE**
Indoor Exhibition & Event Design

**AREA**
≈ 600 m² exhibition lobby · 10+ stands

**LOCATION**
JHAH main lobby, Saudi Arabia

**SOFTWARE**
3ds Max · Corona Renderer · Photoshop




**10+** THEMED STANDS

**7** CONTENT ZONES

**9** CAMERA VIEWS

BRIEF · CHALLENGE · SOLUTION

# CASE STUDY

01

JOHNS HOPKINS ARAMCO HEALTHCARE

## OVERVIEW

An indoor heritage exhibition celebrating Saudi National Day 96 under the slogan “Ezzuna Bitab’ina”, set inside the glazed main lobby of the JHAH building — a curated walk through Saudi heritage, crafts, nature and local products.

## OBJECTIVE

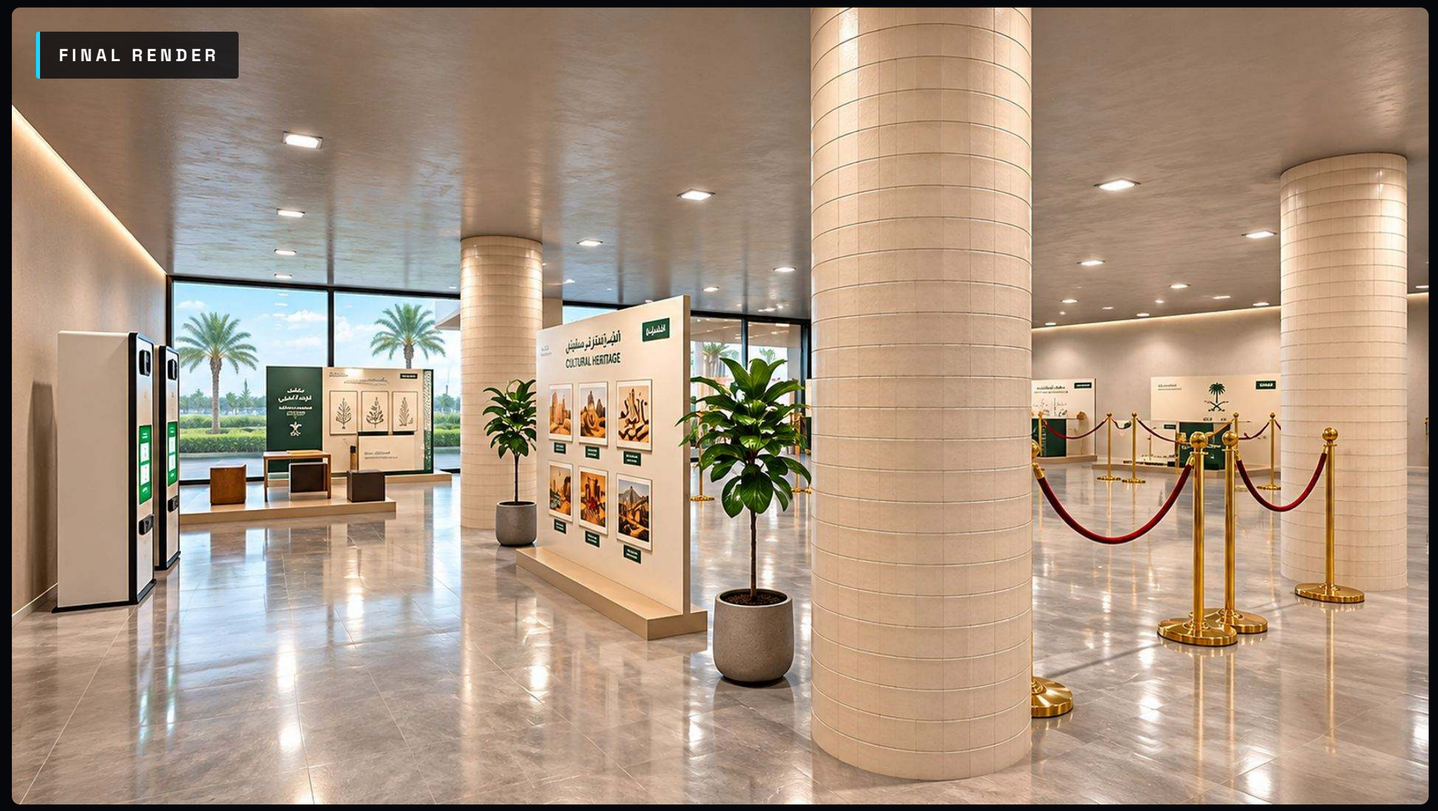
Turn an open lobby into a guided cultural journey of themed zones: heritage display, plant diversity, cultural sites, Islamic arts, handicrafts, visitor services and heritage products.

## THE CHALLENGE

A large open hall with structural columns and full-height glazing — it needed a clear visitor flow and consistent branding across 10+ stands, without blocking daylight or views.

## THE SOLUTION

A modular backwall & plinth system in the national green and cream palette, Najdi geometric screens as a recurring motif, gold stanchions to choreograph circulation, and interactive kiosks for engagement.




## DESIGN PROCESS

01 **Brief & Site Analysis**

02 **Concept & Layout**

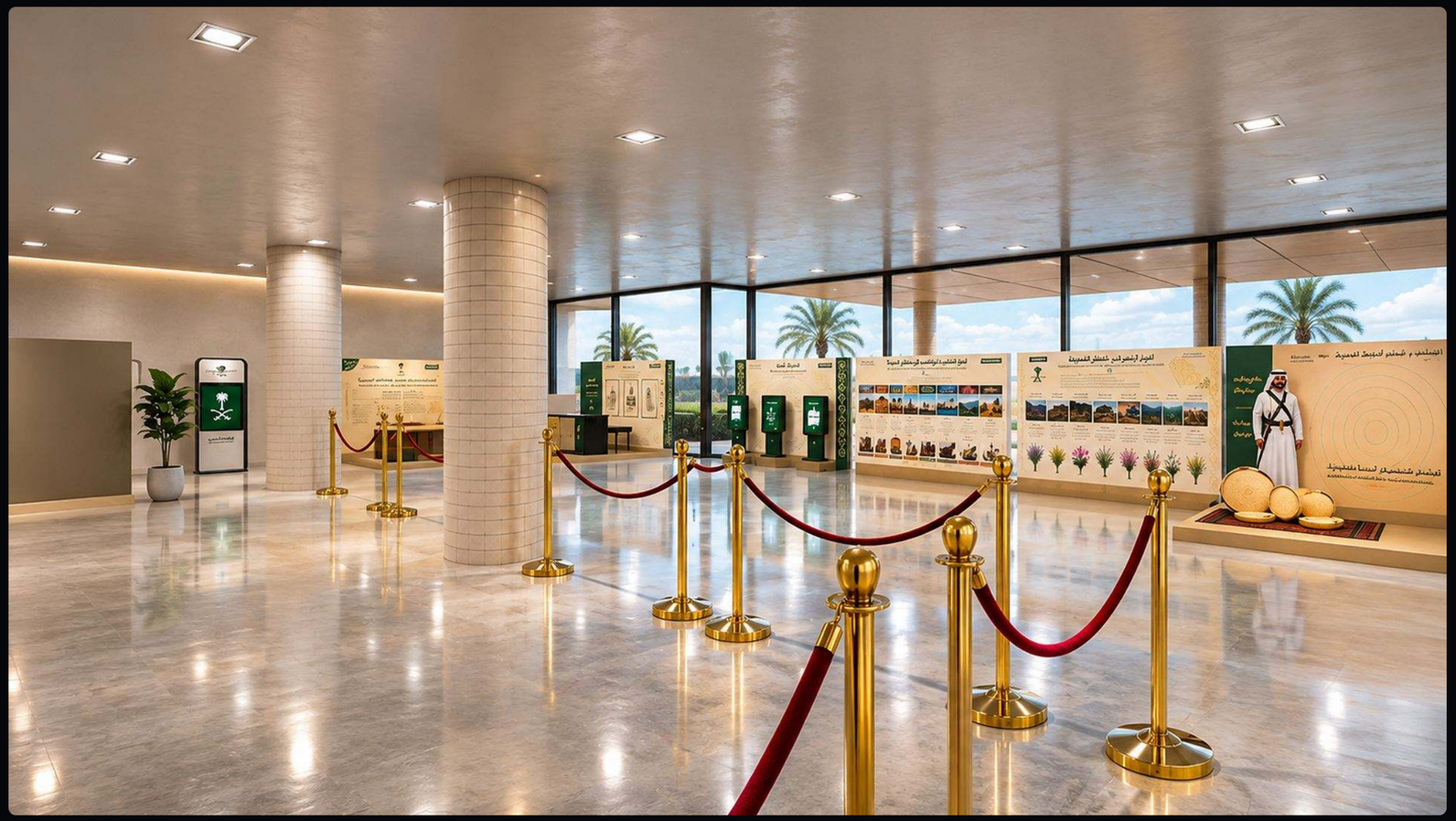
03 **3D Modeling**

04 **Materials & Lighting**

05 **Render & Post-Production**

# EXHIBITION OVERVIEW



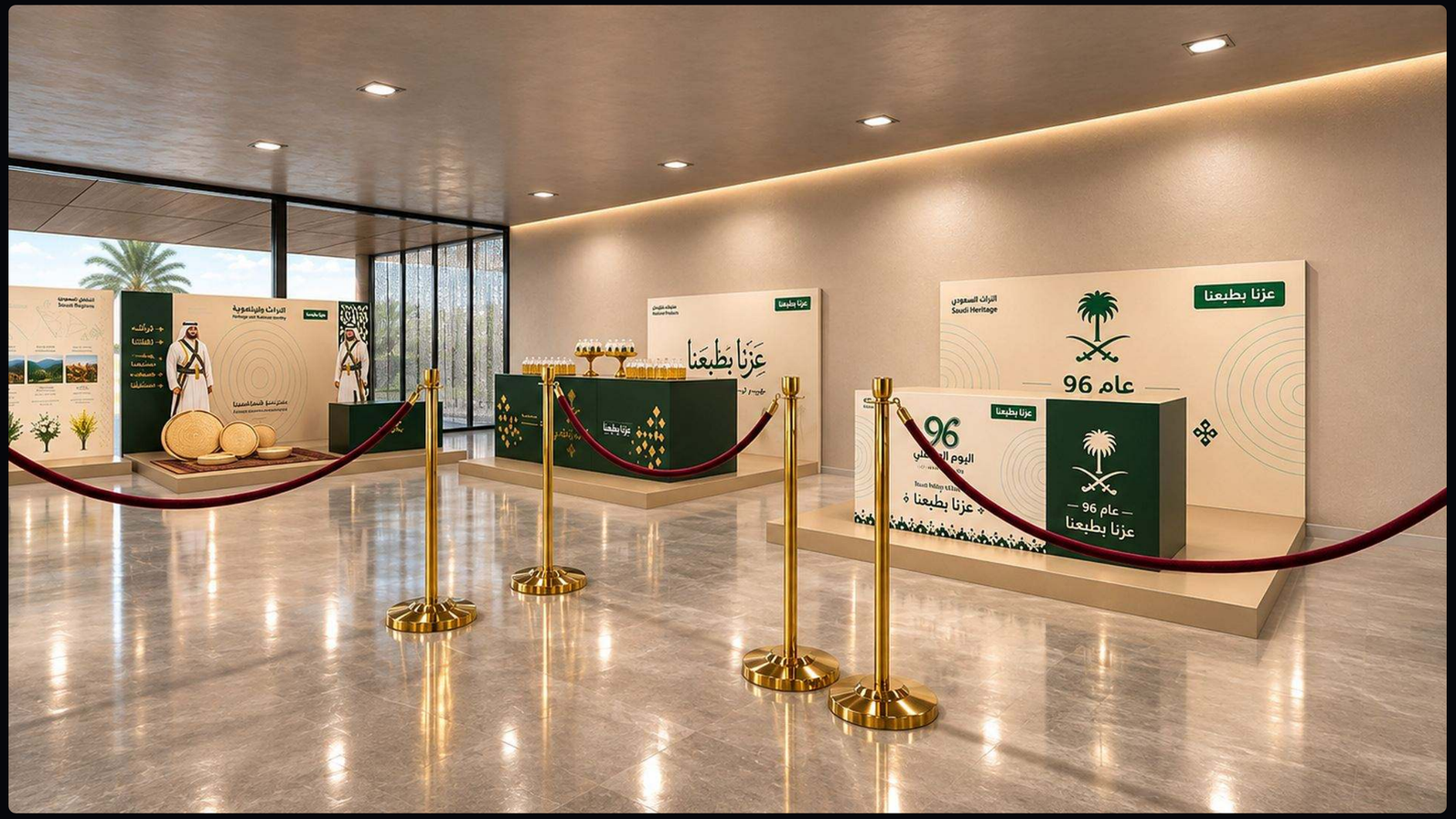


Johns Hopkins Aramco Healthcare — Visitor flow & zoning · Final renders, 1920 × 1080

# STANDS & DETAILS

01

JOHNS HOPKINS ARAMCO HEALTHCARE



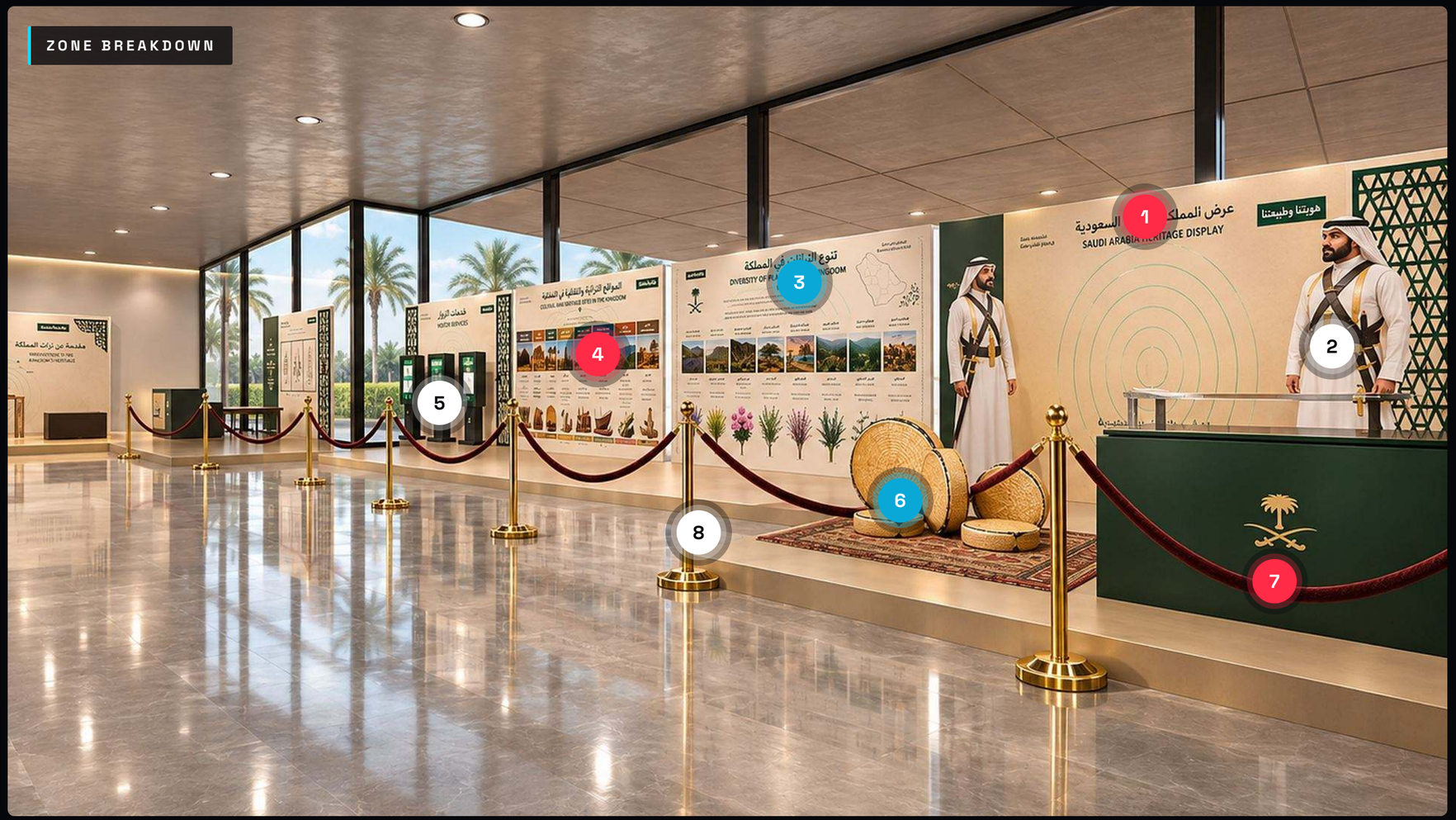
Johns Hopkins Aramco Healthcare — Branding, crafts & products · Final renders, 1920 × 1080

ZONING · VISITOR FLOW · EXHIBITION ELEMENTS

# BREAKDOWN

01

JOHNS HOPKINS ARAMCO HEALTHCARE




## KEY ELEMENTS

1. Saudi Arabia Heritage Display backwall
2. Traditional costume figures
3. Plant diversity info panel
4. Cultural & heritage sites panel
5. Interactive visitor kiosks
6. Traditional props — baskets & rug
7. Branded display counter
8. Gold stanchions — visitor flow

Stands are arranged along the glazed facade so daylight washes the graphics, while ropes guide a single clear loop.

PROJECT — VIP EVENT DESIGN

# 02

## مركز الاستثمار في محافظة القريات

# INVESTMENT CENTER — AL-QURAYYAT

A ceremonial arrival — from the plaza to the majlis hall.

**CLIENT**
Investment Center, Al-Qurayyat Governorate

**SECTOR**
Government · Investment

**PROJECT TYPE**
VIP Event — Entrance, Lobby & Reception Hall

**AREA**
≈ 1,200 m² · plaza + lobby + hall

**LOCATION**
Al-Qurayyat, Saudi Arabia

**SOFTWARE**
3ds Max 2024 · Corona Renderer · Photoshop

| 3 | 1 | 6 |
|---|---|---|
| SPACES UNIFIED | COLOR JOURNEY | CAMERA VIEWS |

# CASE STUDY



## OVERVIEW

Event dressing for an official reception at the Investment Center in Al-Qurayyat Governorate — from the arrival plaza, through the domed lobby, into the main majlis hall.

## OBJECTIVE

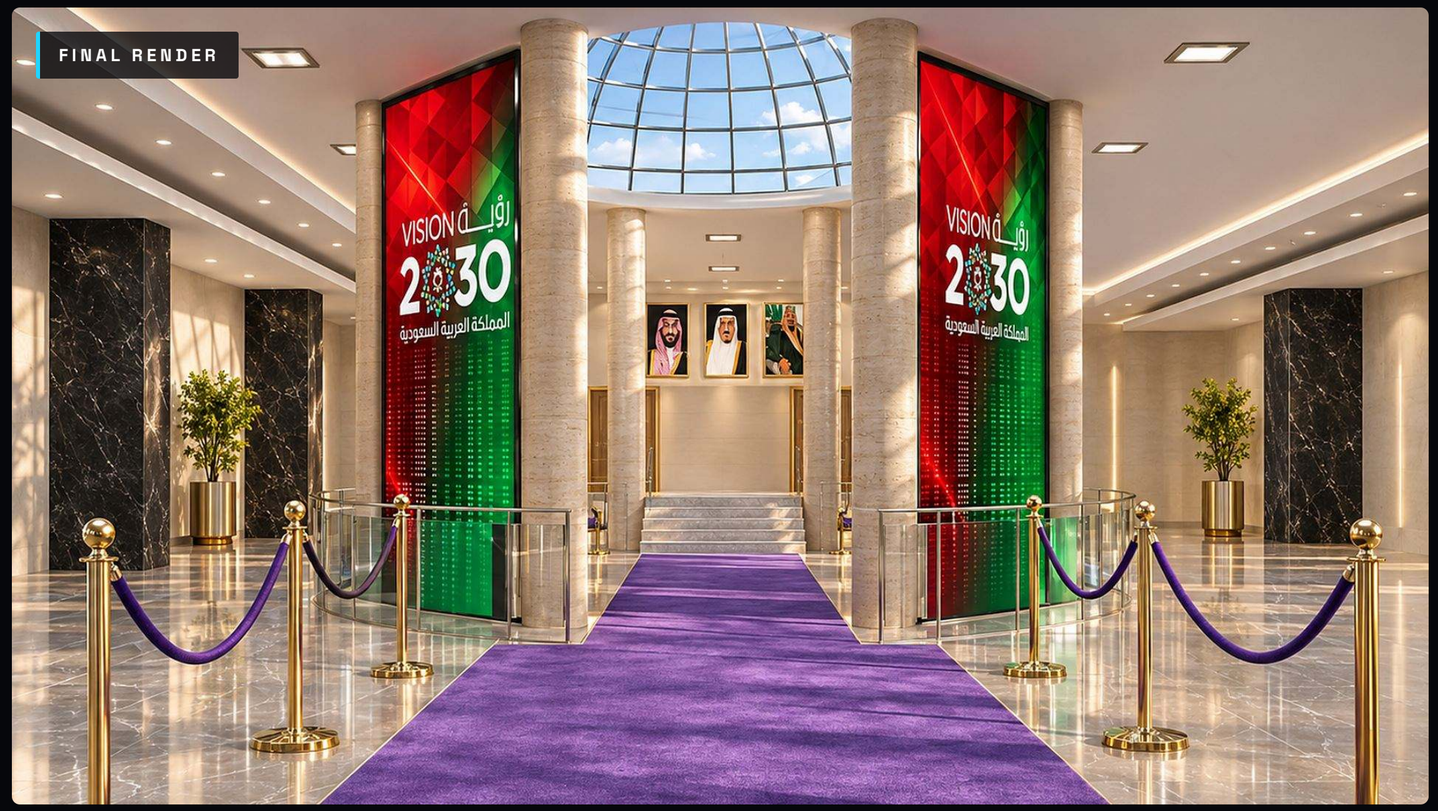
Create a ceremonial VIP arrival aligned with Saudi Vision 2030, with one strong color identity carried from the street all the way inside.

## THE CHALLENGE

An existing classical building with fixed architecture — the design had to read in daylight outdoors and under interior lighting, unify three different spaces and respect formal protocol seating.

## THE SOLUTION

A signature purple carpet path guided by gold stanchions, lime-green branded feather flags framing the entrance, Vision 2030 LED totems in the domed lobby, and a royal purple & gold majlis with a central digital cube.




## DESIGN PROCESS

**01** Brief & Site Analysis

**02** Concept & Layout

**03** 3D Modeling

**04** Materials & Lighting

**05** Render & Post-Production

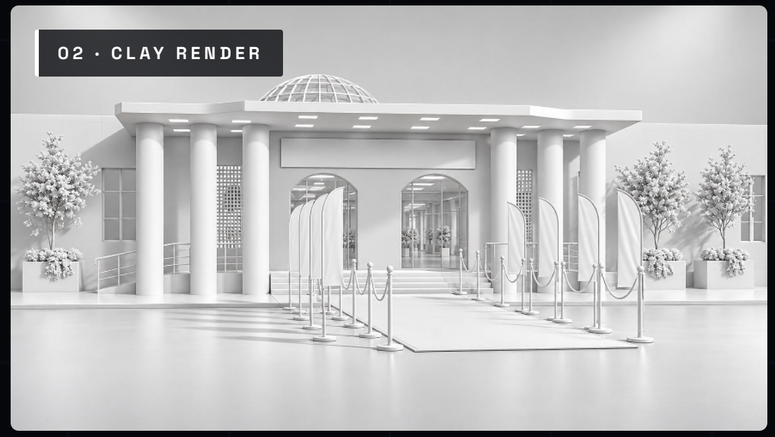
# INTERIOR SPACES

Investment Center — Al-Qurayyat — Lobby, ceremony room & majlis · Final renders, 1920 × 1080

# BREAKDOWN

## 01 Wireframe

Real-scale architecture, colonnade, dome and event props modeled cleanly.



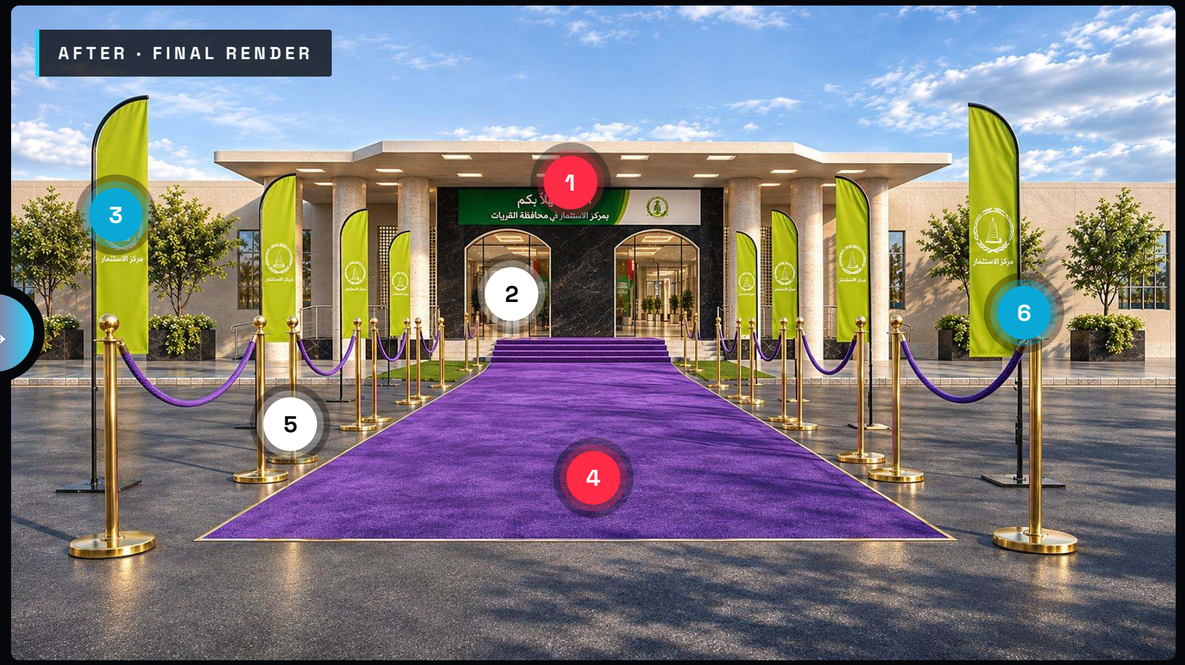

## 02 Clay Render

Daylight, shadows and the arrival composition tested without materials.

## 03 Final Render

Carpet, flags, branding, landscape and post-production.

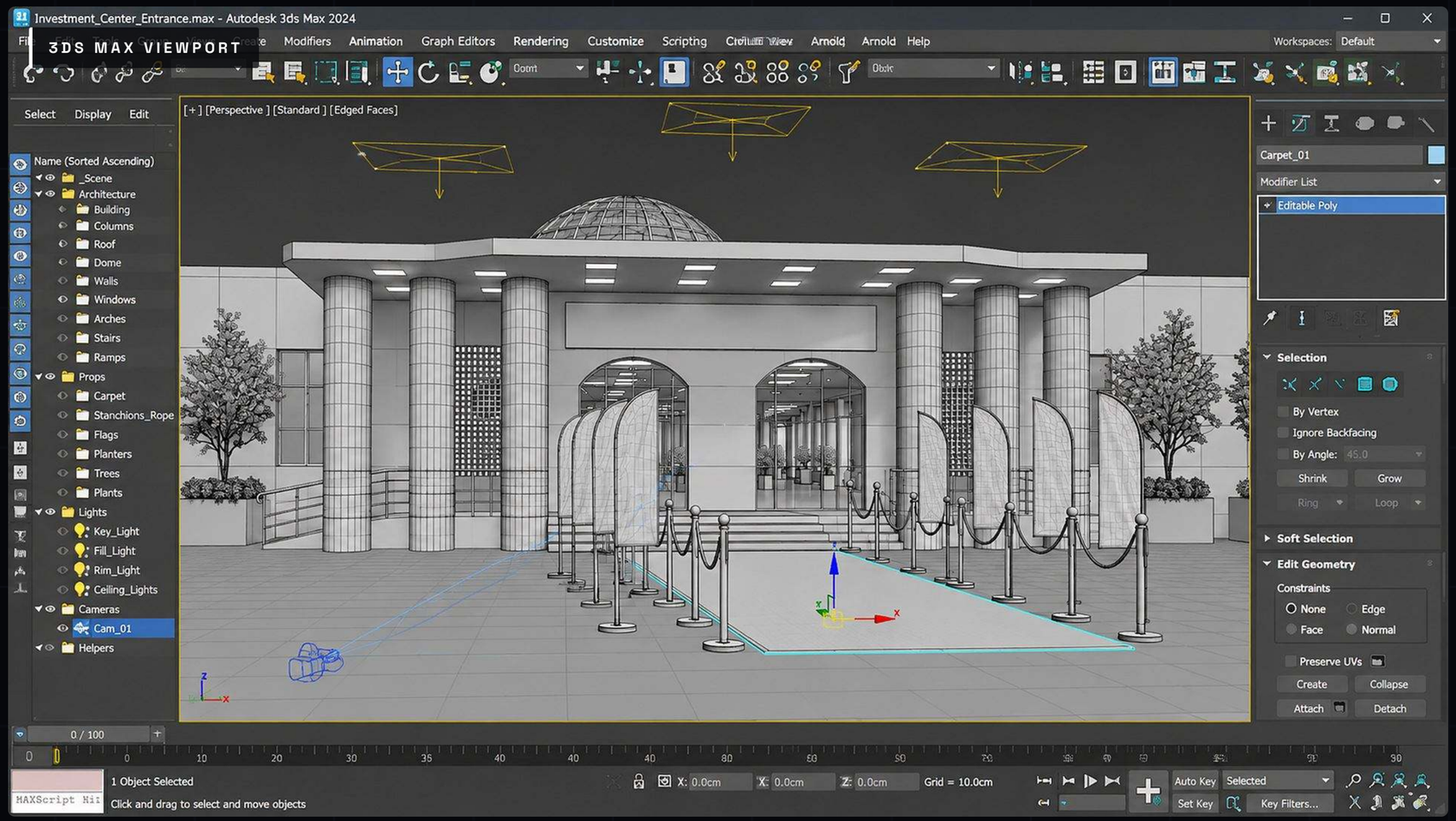
# BEFORE / AFTER




1. Bilingual welcome signage
2. Glazed arched entrances
3. Branded feather flags
4. Purple carpet & entrance steps
5. Gold stanchions with rope
6. Planters & landscaping

# BEHIND THE SCENES






## WORKFLOW

### 01 Organized Scene

Layered outliner — Architecture, Props, Lights, Cameras and Helpers.

### 02 Clean Modeling

Editable Poly geometry at real-world scale for accurate proportions.

### 03 Lighting Rig

Key, Fill and Rim lights plus ceiling lights for the canopy.

### 04 Reusable Props

Stanchions, ropes, feather flags, carpet and planters built as assets.

### 05 Hero Camera

Eye-level Cam_01 framing the full ceremonial arrival.

# 03

## مستشفى مخ وأعصاب

# BRAIN & NEUROLOGY HOSPITAL

A calm, flowing landmark for brain & nerve care — exterior and interior design.

**CLIENT**
Brain & Neurology Hospital

**SECTOR**
Healthcare · Neurology & Neurosurgery

**PROJECT TYPE**
Hospital Exterior + Interior Design

**AREA**
≈ 24,000 m² BUA · 7 floors

**LOCATION**
Concept Project

**SOFTWARE**
3ds Max 2024 · Corona Renderer · Photoshop

**7** FLOORS

**4** BUILDING BLOCKS

**10** FINAL RENDERS

BRIEF · CHALLENGE · SOLUTION

# CASE STUDY

03

BRAIN & NEUROLOGY HOSPITAL

## OVERVIEW

Architectural and interior visualization of a specialized brain & nerves hospital — a long seven-storey medical complex with a monumental framed entrance, flowing facade bands and a glazed vertical tower.

## OBJECTIVE

Give a specialized neuro hospital a recognizable, reassuring identity from the street, and visualize the full patient journey — from the main entrance to treatment and recovery rooms.

## THE CHALLENGE

A very long institutional facade risks feeling heavy and repetitive. It needed rhythm, a clear and welcoming entrance, and a calm, human character for patients with neurological conditions.

## THE SOLUTION

Wave-shaped facade bands inspired by neural pathways, a concentric framed portal that draws visitors to the entrance, warm bronze accents against white stone, and generous boulevard landscaping.

## DESIGN PROCESS

01 **Brief & Site Analysis**

02 **Concept & Layout**

03 **3D Modeling**

04 **Materials & Lighting**

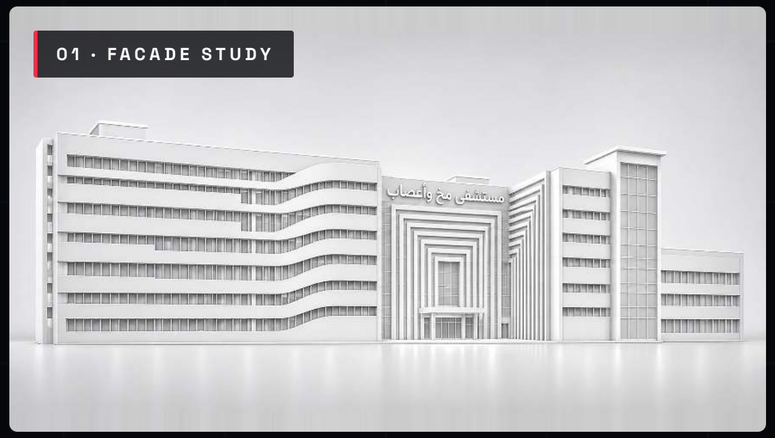
05 **Render & Post-Production**

# EXTERIOR VIEWS

Brain & Neurology Hospital — Street, twin towers & corner perspectives · Final renders, 1920 × 1080

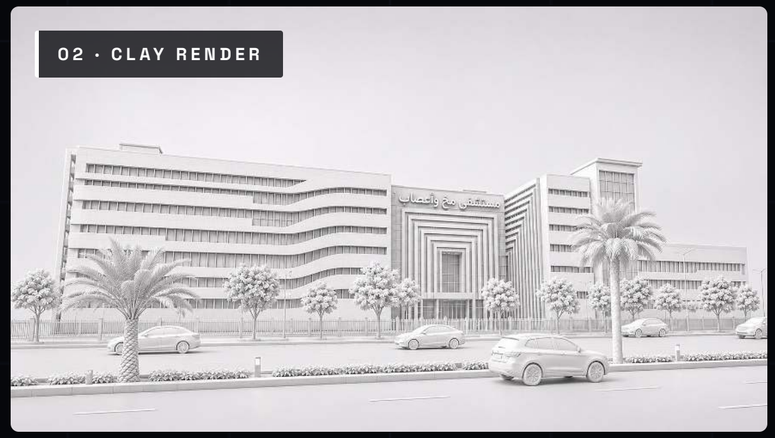
# BREAKDOWN






## 01 Facade Study

Elevation clay study to balance the bands, openings and the central portal.




## 02 Clay Render

Camera, sun angle and massing tested without materials.

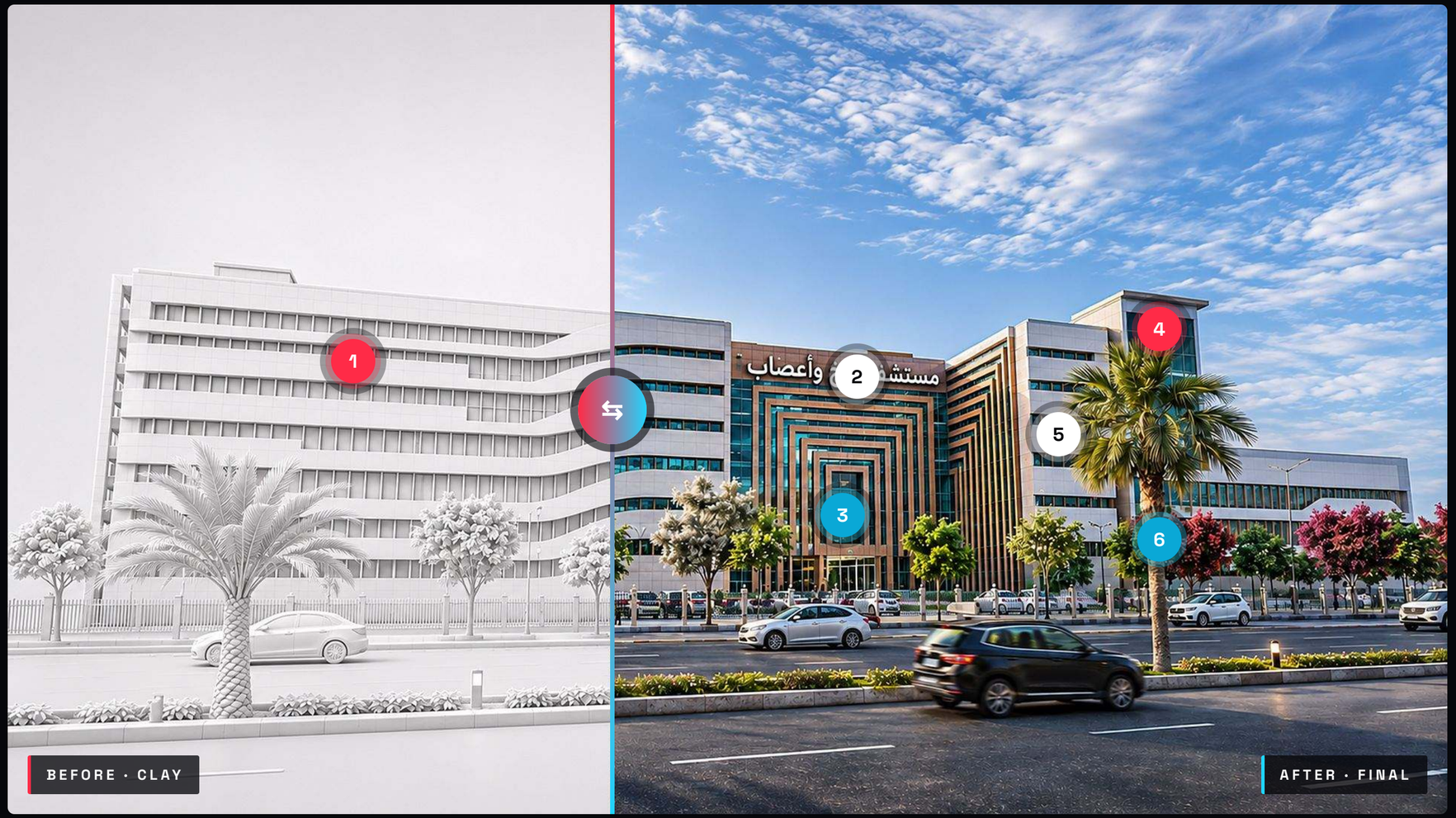
## 03 Final Render

White stone, bronze frames, glazing, landscape and street life.

CLAY RENDER VS. FINAL RENDER · SAME CAMERA

# BEFORE / AFTER






## DESIGN ELEMENTS

1. Flowing wave facade bands
2. 3D Arabic signage board
3. Concentric framed entrance portal
4. Glazed vertical circulation tower
5. Horizontal ribbon windows
6. Palms & flowering boulevard trees

EXTERIOR → INTERIOR

# INTERIOR DESIGN

## Inside the Brain & Neurology Hospital

The interior is part of the same hospital project — carrying the exterior's calm, flowing language into the neuro department's clinical and patient spaces.

SPACES DESIGNED

- Neuro Treatment Room
- MRI Suite
- Private Patient Room
- Neuro Diagnostic Suite
- Semi-Private Ward

| 5 | 3 | 2 |
|---|---|---|
| INTERIOR SPACES | CLINICAL ROOMS | PATIENT ROOMS |

# INTERIOR CASE STUDY



## OVERVIEW

Interior design for the hospital's neuro department — imaging, diagnostic and treatment rooms, plus private and semi-private patient rooms.

## OBJECTIVE

Create clinical spaces that feel calm and human — reducing patient anxiety while giving doctors efficient, equipment-ready layouts.

## THE CHALLENGE

Balancing heavy medical equipment, strict hygiene and infection-control finishes with a warm, hotel-like atmosphere for patients and families.

## THE SOLUTION

One palette of warm oak, soft beige and white solid surfaces, hidden cove lighting for a soft glow, rounded edges everywhere, and large windows bringing daylight and views into every room.

## DESIGN PROCESS

01 **Brief & Site Analysis**

02 **Concept & Layout**

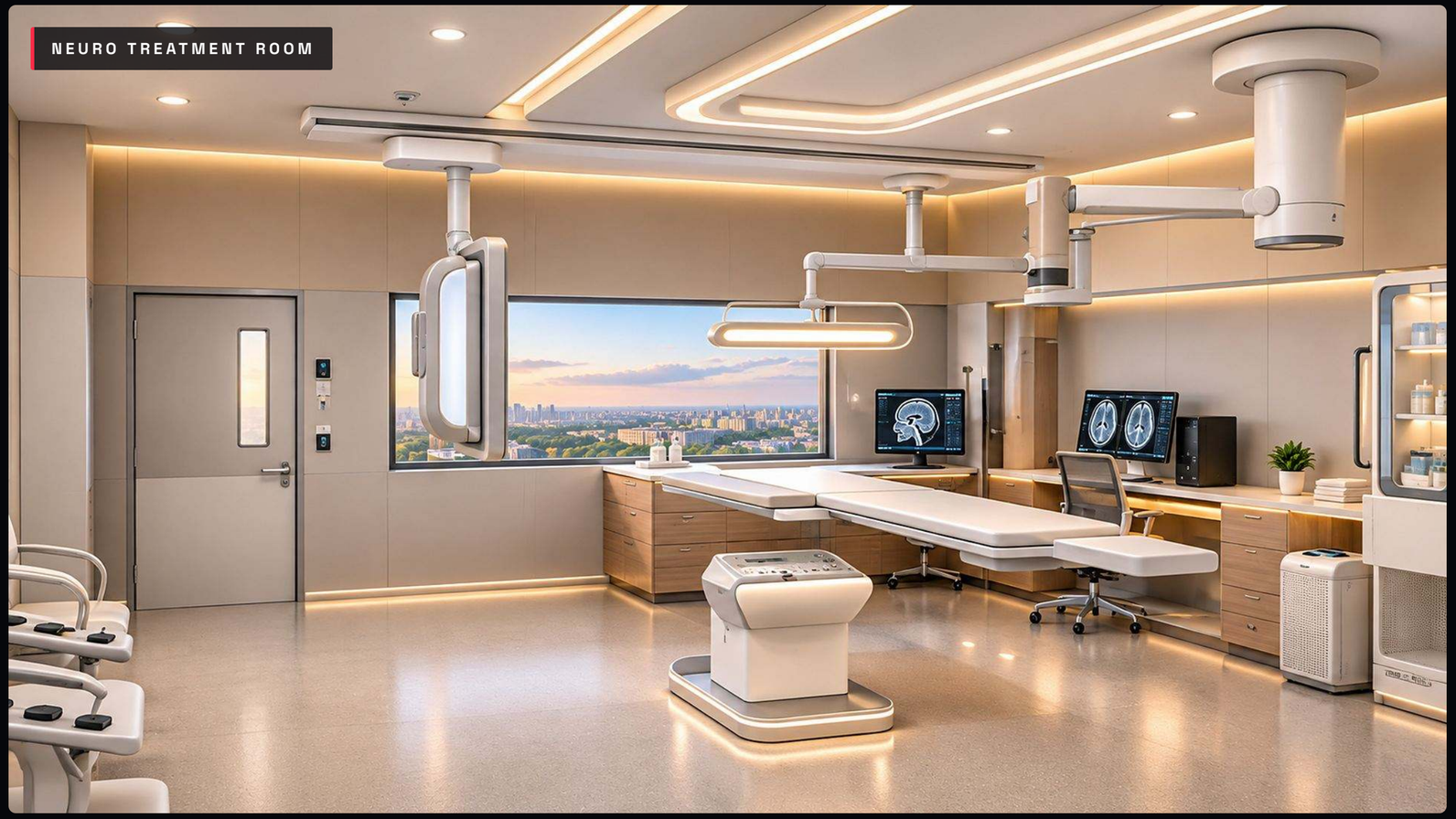
03 **3D Modeling**

04 **Materials & Lighting**

05 **Render & Post-Production**

# INSIDE THE HOSPITAL





Brain & Neurology Hospital — Treatment, diagnostics & recovery · Final renders, 1920 × 1080

# DESIGN LANGUAGE



## MATERIAL PALETTE

**Warm Oak**
#C49A6C

**Soft Beige**
#E6D8C3

**Clinical White**
#F4F1EC

**Cove Glow**
#E9B872

**Calm Grey**
#9C958B

### Hidden Cove Lighting
Indirect light lines in ceilings and skirting for a soft, glare-free glow.

### Rounded Geometry
Soft edges on desks, beds and plinths — safer and visually calmer.

### Daylight & Views
Large windows connect patients to nature and the city.

### Hygienic Finishes
Seamless solid surfaces and terrazzo-style floors that are easy to clean.

## SPACES DESIGNED

Neuro Treatment Room

MRI Suite

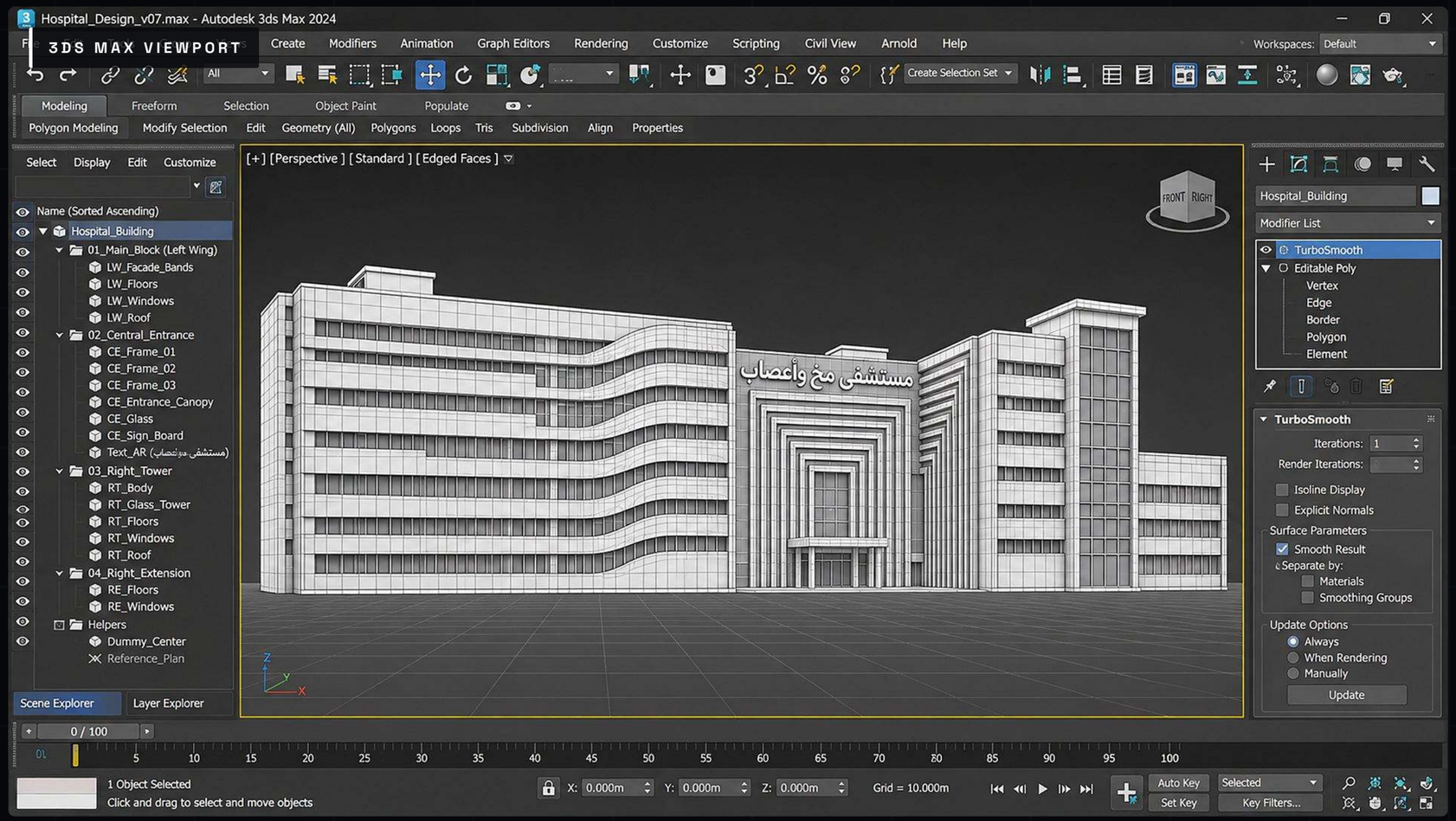
Private Patient Room

Neuro Diagnostic Suite

Semi-Private Ward

# BEHIND THE SCENES






## WORKFLOW

### 01 Grouped Hierarchy

Main Block, Central Entrance, Right Tower and Right Extension as clean groups.

### 02 Poly + TurboSmooth

Editable Poly base with TurboSmooth for soft, curved facade bands.

### 03 3D Arabic Signage

Extruded Arabic lettering modeled as real geometry on the sign board.

### 04 Real-World Scale

Built in meters for accurate floor-to-floor heights.

### 05 Reference Helpers

Dummy center and reference plan keep every wing aligned.

# 04

# THINK. VERIFY. PROTECT.

A Cybersecurity Awareness Month booth for Johns Hopkins Aramco Healthcare.

**CLIENT**
Johns Hopkins Aramco Healthcare (JHAH)

**SECTOR**
Healthcare · Cybersecurity Awareness

**PROJECT TYPE**
Awareness Campaign Booth

**AREA**
≈ 6 × 4 m · ≈ 24 m²

**EVENT**
Cybersecurity Awareness Month

**SOFTWARE**
3ds Max 2024 · Corona Renderer · Photoshop

**3** KEY MESSAGES

**1** INTERACTIVE QUIZ

**2** LANGUAGES

# CASE STUDY



## OVERVIEW

An interactive awareness booth for JHAH's Cybersecurity Awareness Month — turning data-protection messages into a bright, tech-driven experience under the campaign line “Think. Verify. Protect.”

## OBJECTIVE

Raise awareness of phishing, strong passwords and patient-data privacy — and invite visitors to stop, learn and test themselves.

## THE CHALLENGE

Cybersecurity feels abstract and is easy to ignore. The booth had to make a serious topic approachable, readable from a distance and interactive — in a compact footprint.

## THE SOLUTION

A clean white portal frame with a glowing navy backwall split into three key messages, an LED-framed awareness totem, an interactive quiz kiosk, branded counters and a digital info panel — all lifted by blue LED base lighting.

## DESIGN PROCESS

**01** Brief & Site Analysis

**02** Concept & Layout

**03** 3D Modeling

**04** Materials & Lighting

**05** Render & Post-Production

# BOOTH VIEWS

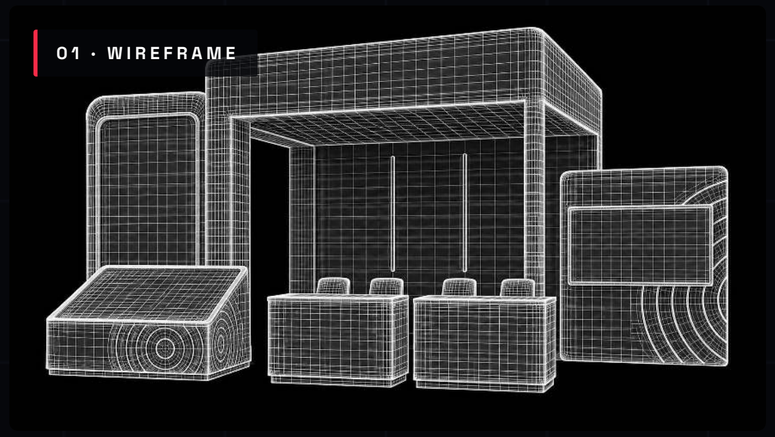
Think. Verify. Protect. — Aerial, front & side perspectives · Final renders, 1920 × 1080

FROM WIREFRAME TO FINAL RENDER

# BREAKDOWN

04

THINK. VERIFY. PROTECT.



## 01 Wireframe

Rounded frame, kiosk, counters and panels modeled with clean quad topology.

## 02 Clay Render

Composition, proportions and soft studio lighting checked without materials.

## 03 Final Render

Campaign graphics, glowing screens, LED strips and glossy floor.

CLAY RENDER VS. FINAL RENDER · SAME CAMERA

# BEFORE / AFTER

04

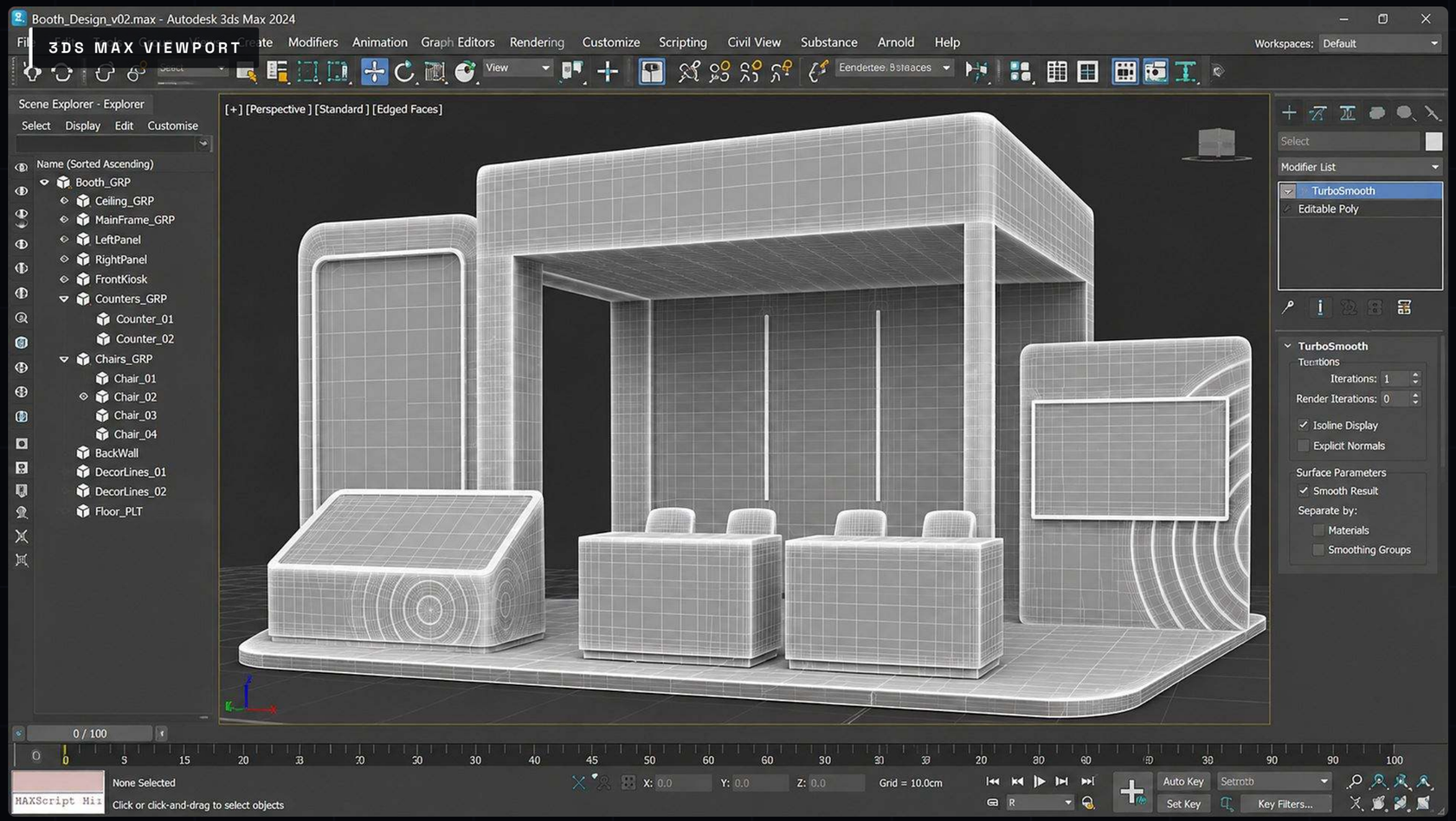
THINK. VERIFY. PROTECT.

## DESIGN ELEMENTS

1. Illuminated campaign header
2. LED-framed awareness totem
3. Interactive cybersecurity quiz kiosk
4. Three-message glowing backwall
5. Branded welcome counters
6. Digital info screen panel
7. Blue LED base lighting

# BEHIND THE SCENES






WORKFLOW

**01 Grouped Booth Scene**

Booth_GRP with frame, ceiling, panels, kiosk, counters and chairs groups.

**02 Soft Rounded Edges**

Editable Poly + TurboSmooth for smooth, premium frame corners.

**03 Modular Elements**

Counters and chairs instanced for fast layout changes.

**04 Engraved Details**

Concentric decor lines modeled as real geometry.

**05 Ready for Graphics**

Clean screen and panel surfaces prepared for campaign artwork.

PROJECT — EXHIBITION BOOTH DESIGN

# 05

# JHAH EXHIBITION BOOTH

An open corner booth with reception, lounge and a VR Experience for Johns Hopkins Aramco Healthcare.

**CLIENT**
Johns Hopkins Aramco Healthcare (JHAH)

**SECTOR**
Healthcare

**PROJECT TYPE**
Corner Booth · 2 open sides

**AREA**
≈ 5 × 5 m · ≈ 25 m²

**ZONES**
Brand · Reception · Lounge · VR

**SOFTWARE**
3ds Max 2024 · Corona Renderer · Photoshop

**4** FUNCTIONAL ZONES

**2** OPEN SIDES

**6** CAMERA VIEWS

BRIEF · CHALLENGE · SOLUTION

# CASE STUDY

05

JHAH EXHIBITION BOOTH

## OVERVIEW

A corner exhibition booth for Johns Hopkins Aramco Healthcare that combines strong brand presence, a welcoming reception, a meeting lounge and a dedicated VR Experience corner.

## OBJECTIVE

Present the JHAH brand with a calm, premium look, welcome visitors at a clear reception point, and give them reasons to stay — conversation and an immersive VR demo.

## THE CHALLENGE

Fitting four functions — branding, reception, lounge and VR — into a compact two-sided corner plot while keeping it open, uncluttered and easy to walk into.

## THE SOLUTION

An L-shaped white backwall with a navy brand band, a tall JHAH totem marking the corner, a tilted-top reception counter, and concentric-wave graphics tying every surface together — finished with LED-lit platform edges.

## DESIGN PROCESS

01 **Brief & Site Analysis**

02 **Concept & Layout**

03 **3D Modeling**

04 **Materials & Lighting**

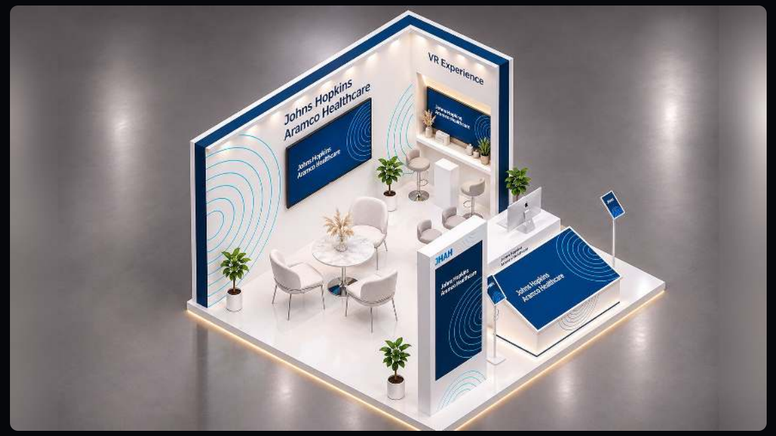
05 **Render & Post-Production**

CORNER, AERIAL & SIDE PERSPECTIVES

# BOOTH VIEWS

05

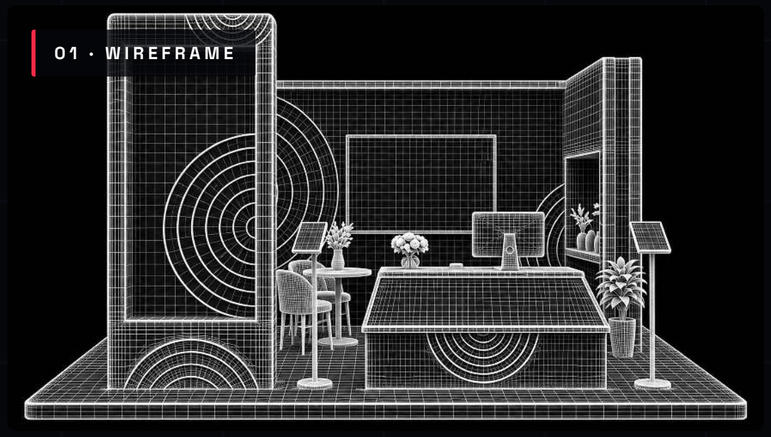
JHAH EXHIBITION BOOTH



JHAH Exhibition Booth — Corner, aerial & side perspectives · Final renders, 1920 × 1080

# BREAKDOWN






## 01 Wireframe

Platform, walls, totem, counter and furniture blocked out at real scale.

## 02 Clay Render

Relief wave graphics, light and shadow tested without materials.

## 03 Final Render

Navy brand graphics, white gloss finishes, screens and LED edges.

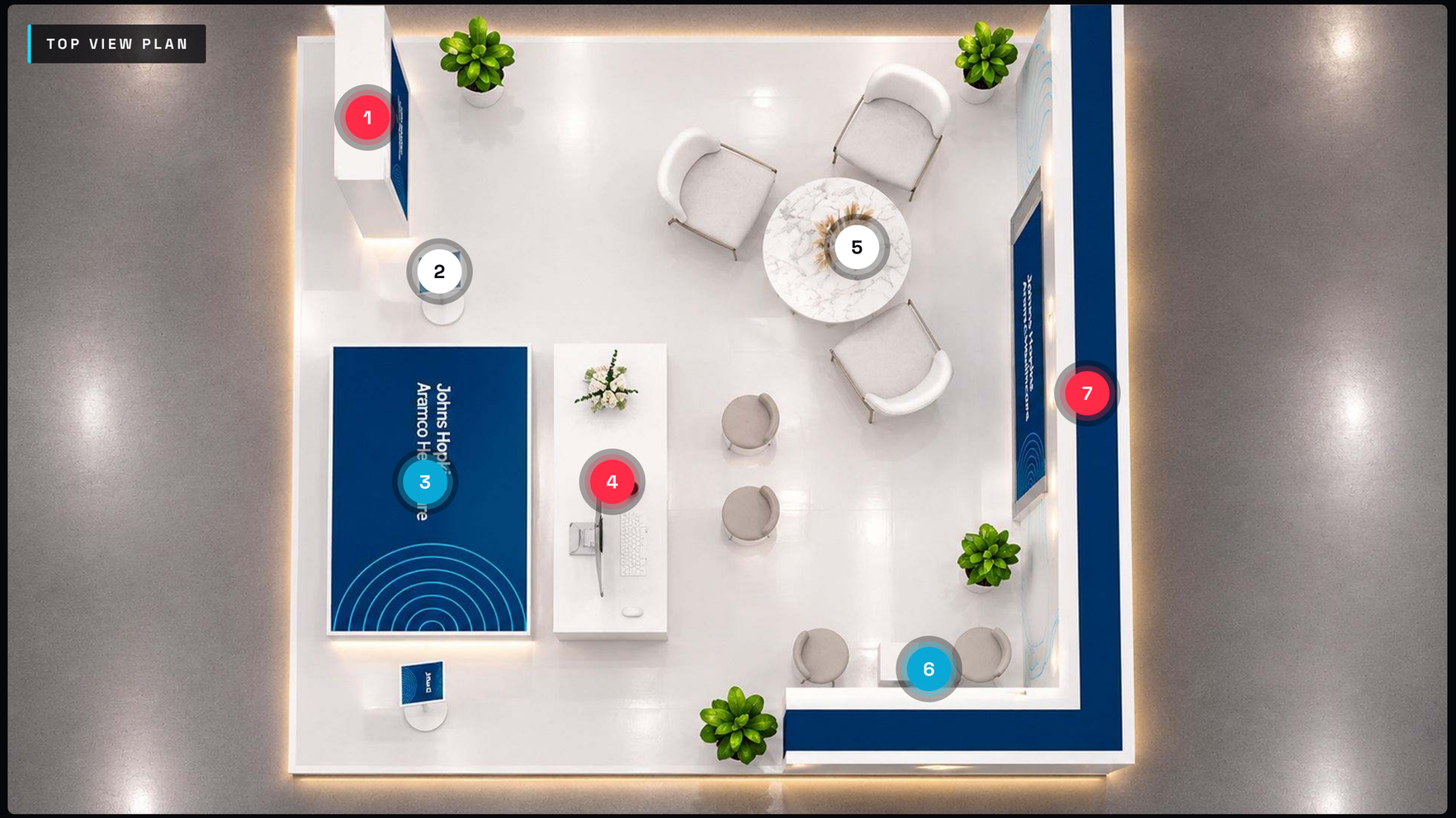
# BEFORE / AFTER

1. Tall JHAH branded totem
2. Hero wall with brand screen
3. VR Experience corner
4. Meeting lounge
5. Tilted-top reception counter
6. Digital info stands
7. LED-lit platform edge

# BREAKDOWN



TOP VIEW PLAN




## KEY ELEMENTS

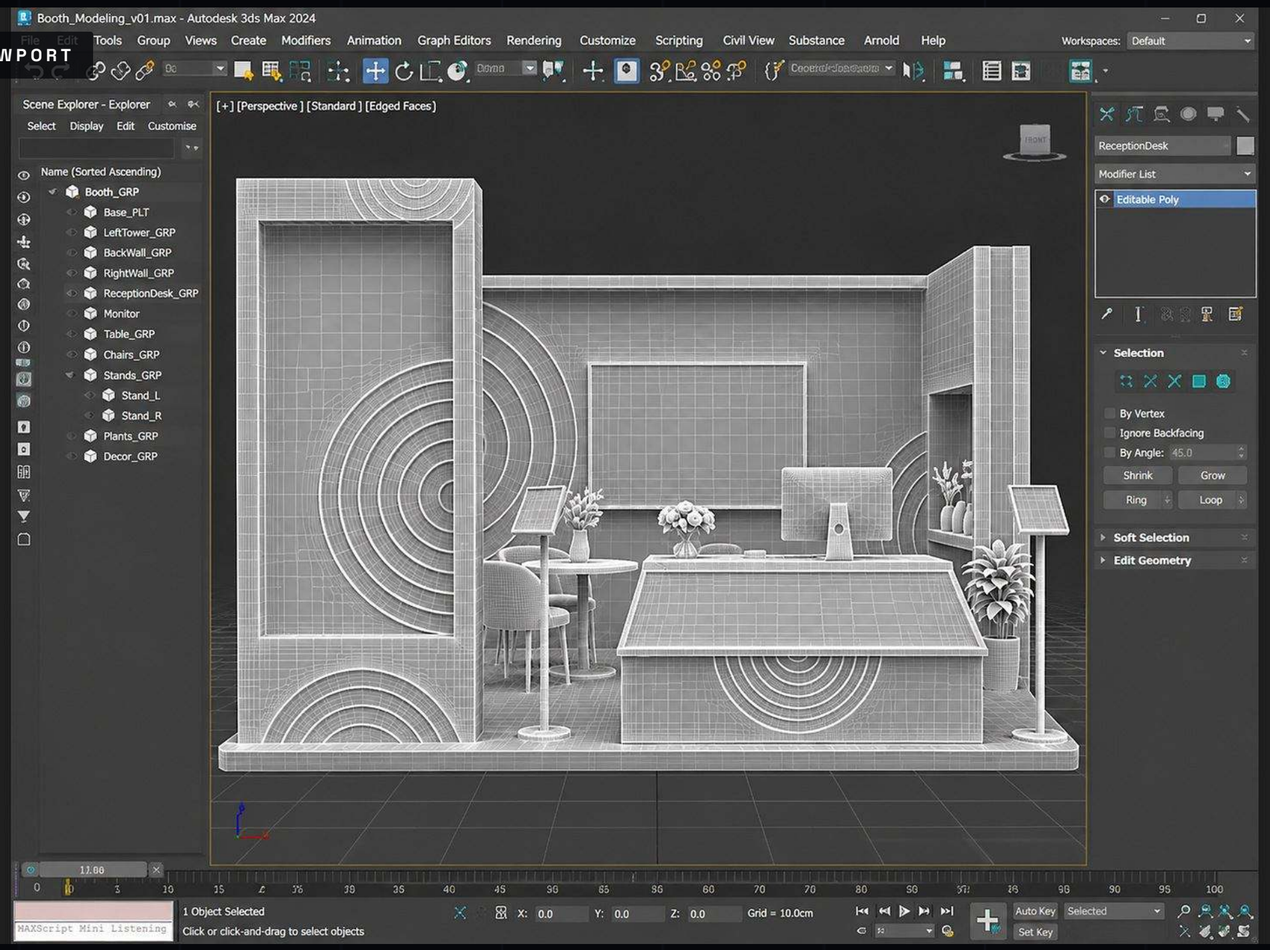
1. Corner brand totem
2. Digital info stand
3. Reception counter graphic top
4. Reception desk & workstation
5. Meeting lounge
6. VR Experience seating
7. L-shaped brand wall

Both open sides face the aisles: the totem and counter catch visitors at the corner, while the lounge and VR corner sit deeper inside for longer stays.

# BEHIND THE SCENES



3DS MAX VIEWPORT




WORKFLOW

**01 Organized Groups**

Base, tower, walls, reception, furniture and decor grouped by element.

**02 Real-Scale Layout**

Built in centimeters on a 10 cm grid for buildable dimensions.

**03 Relief Graphics**

Concentric brand waves modeled as raised geometry for crisp shadows.

**04 Furniture Sets**

Chairs, table and stands as reusable groups for quick variations.

**05 Clean Editable Poly**

Light, quad-based meshes ready for fast iteration.

PROJECT — EXHIBITION BOOTH DESIGN

# 06

# MSD ANIMAL HEALTH BOOTH

A rabies-awareness booth for MSD Animal Health — #Rabies360Challenge.

**CLIENT**
MSD Animal Health

**SECTOR**
Pharmaceutical · Veterinary Health

**PROJECT TYPE**
Corner Booth · Awareness Campaign

**AREA**
≈ 3 × 3 m · ≈ 9 m²

**CAMPAIGN**
#Rabies360Challenge

**SOFTWARE**
3ds Max 2024 · Corona Renderer · Photoshop

**9**
M² FOOTPRINT

**2**
CAMPAIGN GRAPHICS

**3**
CAMERA VIEWS

BRIEF · CHALLENGE · SOLUTION

# CASE STUDY

06

MSD ANIMAL HEALTH BOOTH

## OVERVIEW

A compact corner booth for MSD Animal Health supporting its rabies-awareness campaign — combining strong brand presence with a friendly space to talk about pet health.

## OBJECTIVE

Make MSD instantly recognizable from the aisle and turn the rabies message into an engaging, shareable campaign moment.

## THE CHALLENGE

A very small 9 m² corner plot had to hold branding, a reception point, a meeting table and two campaign graphics without feeling crowded.

## THE SOLUTION

A cantilevered teal canopy with layered slats carries the 3D logo over the aisle, a curved reception counter anchors the corner, and a “Fact or Fiction?” sign plus a large campaign wall tell the story — warmed by ring pendants and a glowing base.

## DESIGN PROCESS

01 **Brief & Site Analysis**

02 **Concept & Layout**

03 **3D Modeling**

04 **Materials & Lighting**

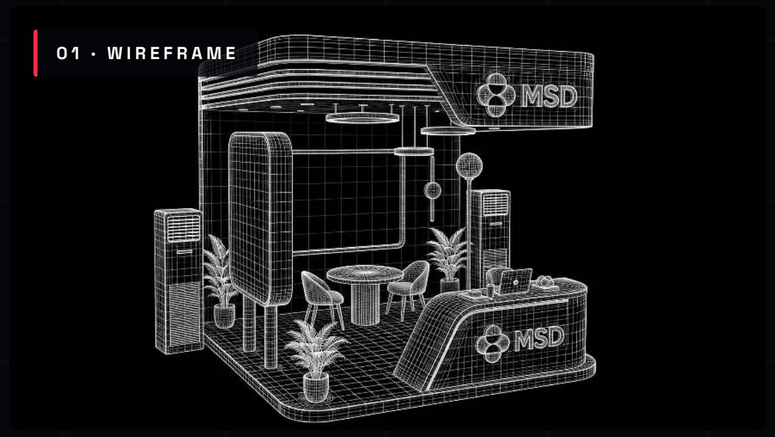
05 **Render & Post-Production**

FROM WIREFRAME TO FINAL RENDER

# BREAKDOWN

06

MSD ANIMAL HEALTH BOOTH




## 01 Wireframe

Canopy slats, curved counter and sign modeled with clean quad flow.

## 02 Clay Render

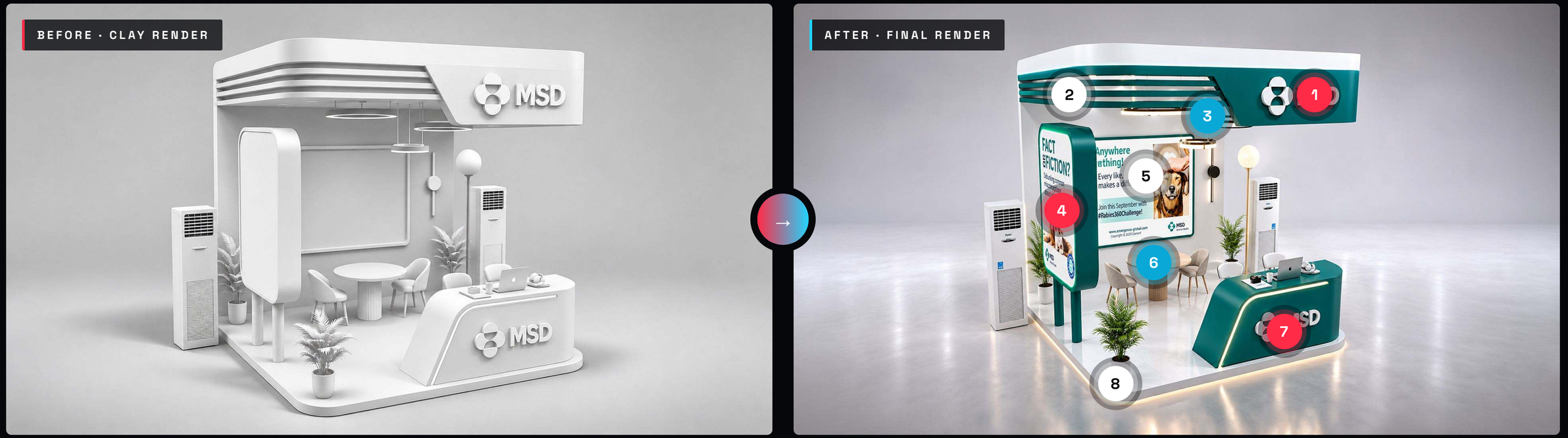
Massing, logo depth and lighting checked without materials.

## 03 Final Render

Teal brand finish, campaign artwork, pendants and LED base.

# BEFORE / AFTER

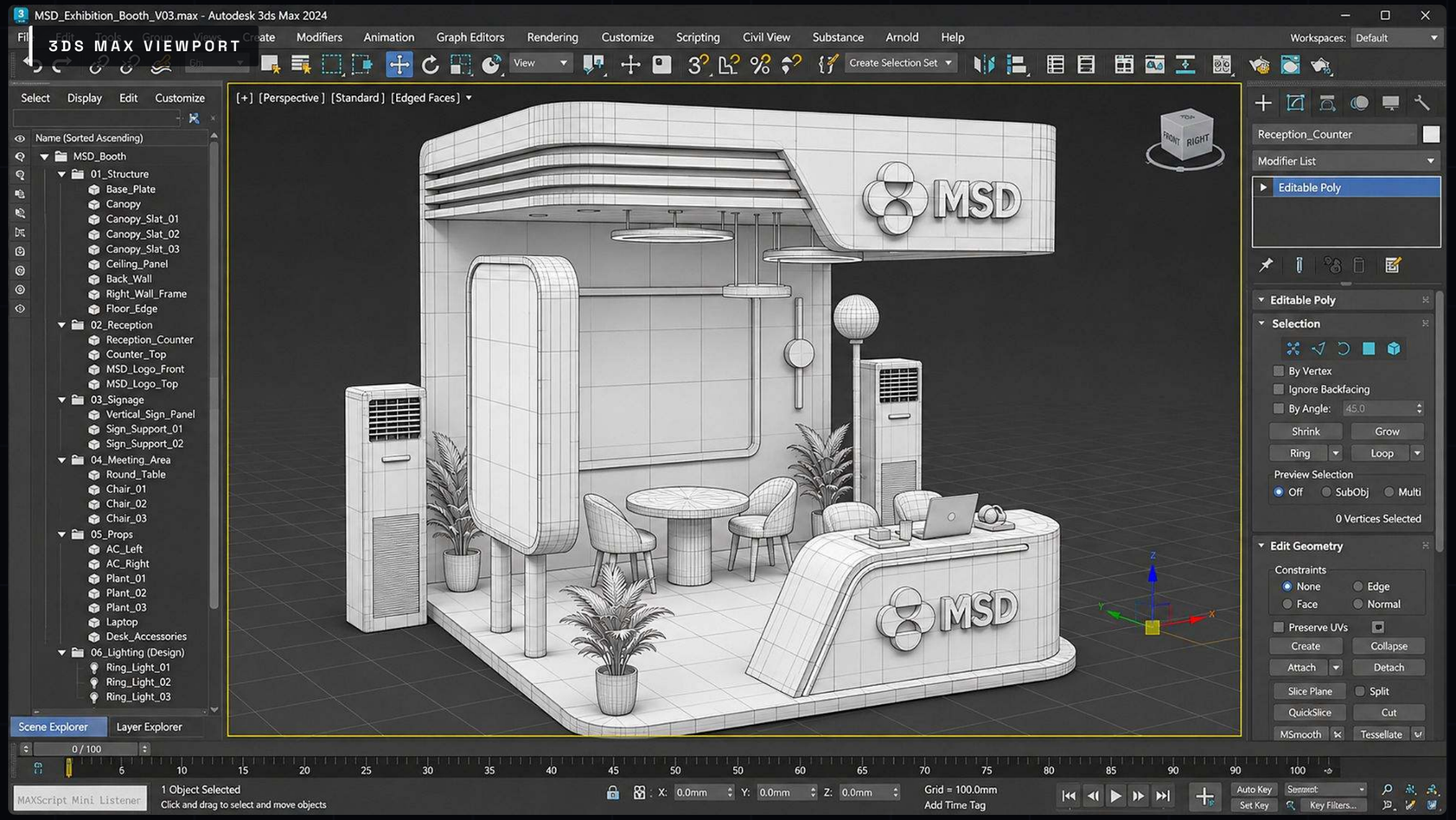





1. Cantilevered 3D logo canopy
2. Layered teal slat detail
3. Ring pendant lighting
4. “Fact or Fiction?” campaign sign
5. #Rabies360Challenge graphic wall
6. Meeting table
7. Curved branded reception counter
8. Glowing platform edge

# BEHIND THE SCENES






## WORKFLOW

### 01 Structured Hierarchy

Structure, Reception, Signage, Meeting Area, Props and Lighting folders.

### 02 Precise Modeling

Editable Poly built in millimeters for fabrication-ready sizes.

### 03 3D Brand Logo

MSD logo modeled as raised geometry on canopy and counter.

### 04 Designed Lighting

Ring lights placed as part of the design, not just illumination.

### 05 Real Venue Props

AC units and accessories added for a realistic hall context.

# 07

# STC EXHIBITION BOOTH

A premium reception & lounge booth for Saudi Telecom Company.

**CLIENT**
stc — Saudi Telecom Company

**SECTOR**
Telecommunications · Technology

**PROJECT TYPE**
Open Booth · Reception & Lounge

**AREA**
≈ 6 × 3 m · ≈ 18 m²

**LOCATION**
Saudi Arabia

**SOFTWARE**
3ds Max 2024 · Corona Renderer · Photoshop

**3** FUNCTIONAL ZONES

**2** LANGUAGES

**5** CAMERA VIEWS

BRIEF · CHALLENGE · SOLUTION

# CASE STUDY

07

STC EXHIBITION BOOTH

## OVERVIEW

An exhibition booth for stc that turns the brand's purple identity and flowing curves into an architectural frame — with a reception counter, a soft lounge and a digital screen wall.

## OBJECTIVE

Express stc's modern, premium identity in 3D and create a welcoming space for meetings and customer conversations.

## THE CHALLENGE

Bringing a digital-first brand into physical space — keeping the purple bold but elegant, and balancing an open front with enough enclosure for a private lounge.

## THE SOLUTION

A sweeping curved arch that wraps into the canopy, a purple feature wall with a glowing edge, a timber slat screen for semi-privacy, a sculpted counter echoing the arch, and purple LED lines tracing every edge.

## DESIGN PROCESS

01 **Brief & Site Analysis**

02 **Concept & Layout**

03 **3D Modeling**

04 **Materials & Lighting**

05 **Render & Post-Production**

AERIAL, PERSPECTIVE & SIDE VIEWS

# BOOTH VIEWS

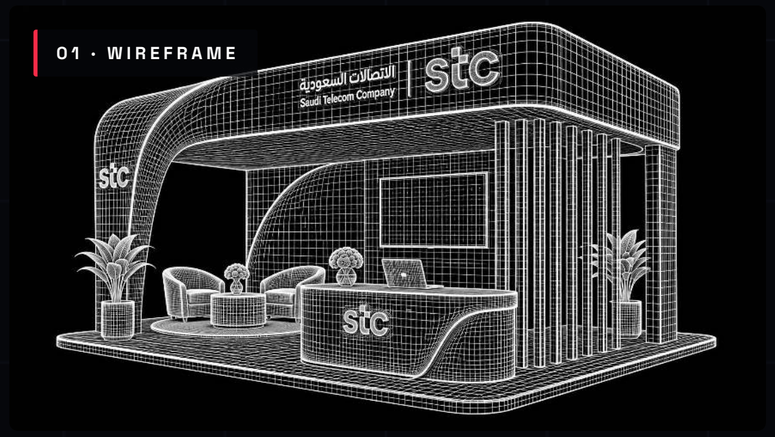
07

STC EXHIBITION BOOTH

stc Exhibition Booth — Aerial, perspective & side views · Final renders, 1920 × 1080

# BREAKDOWN






## 01 Wireframe

Curved arch, canopy fillets and slats modeled with smooth quad topology.

## 02 Clay Render

Curves, depth and shadows refined in a neutral clay pass.

## 03 Final Render

Purple brand finish, glowing edges, screen and soft furnishings.

CLAY RENDER VS. FINAL RENDER · SAME CAMERA

# BEFORE / AFTER

07

STC EXHIBITION BOOTH

## DESIGN ELEMENTS

1. Sweeping branded arch
2. Bilingual 3D logo header
3. Purple feature wall with light line
4. Digital brand screen
5. Lounge seating
6. Sculpted reception counter
7. Timber slat divider
8. Purple LED platform edge

# BEHIND THE SCENES

## WORKFLOW

### 01 Clean Folder Structure

Architecture, Platform, Back Wall, Slats, Reception, Lounge and Branding.

### 02 Poly + TurboSmooth

Smooth, continuous curves on the arch, canopy and counter.

### 03 Instanced Slats

Nine slats as instances for quick rhythm adjustments.

### 04 Bilingual Branding

Arabic and English logo text modeled as 3D geometry.

### 05 Real-World Units

Built in millimeters for accurate fabrication.

# 08

## يوم التأسيس

# SAUDI FOUNDING DAY BOOTH

A heritage booth inspired by Najdi mud architecture — 1727.

**CLIENT**
Saudi Founding Day Celebration

**SECTOR**
Culture & Heritage · National Events

**PROJECT TYPE**
Heritage Exhibition Booth

**AREA**
≈ 6 × 4 m · ≈ 24 m²

**OCCASION**
Saudi Founding Day · 1727 / 1139

**SOFTWARE**
3ds Max 2024 · Corona Renderer · Photoshop

| 1727 | 2 | 4 |
|---|---|---|
| HERITAGE YEAR | LANGUAGES | CAMERA VIEWS |

BRIEF · CHALLENGE · SOLUTION

# CASE STUDY

08

SAUDI FOUNDING DAY BOOTH

## OVERVIEW

A heritage booth celebrating Saudi Founding Day — reinterpreting traditional Najdi mud-brick architecture as a warm, sculptural backdrop for hospitality and photos.

## OBJECTIVE

Evoke the spirit of 1727 and Diriyah heritage, and create an inviting stop where visitors are welcomed with Saudi coffee and hospitality.

## THE CHALLENGE

Translating historic mud architecture into a lightweight, buildable booth — authentic in texture and form, yet modern, clean and photogenic.

## THE SOLUTION

Layered, wave-topped walls with textured mud plaster, Najdi triangle and square openings, a central arch framing a desert dune scene, a dallah coffee counter, a majlis-style lounge and warm hidden LED lines.

## DESIGN PROCESS

**01** Brief & Site Analysis

**02** Concept & Layout

**03** 3D Modeling

**04** Materials & Lighting

**05** Render & Post-Production

AERIAL, PERSPECTIVE & SIDE VIEWS

# BOOTH VIEWS

08

SAUDI FOUNDING DAY BOOTH

Saudi Founding Day Booth — Aerial, perspective & side views · Final renders, 1920 × 1080

# BREAKDOWN

## 01 3D Modeling

Walls, arches, openings and props modeled in 3ds Max.

## 02 Clay Render

Silhouettes, openings and relief logos tested without materials.

## 03 Final Render

Mud-plaster textures, warm LED lines, palm and hospitality props.

CLAY RENDER VS. FINAL RENDER · SAME CAMERA

# BEFORE / AFTER

## DESIGN ELEMENTS

1. Najdi triangle & square openings
2. Founding Day emblem wall
3. Arch with desert dune scene
4. Dallah & coffee hospitality
5. Branded coffee counter
6. Majlis-style lounge
7. Palm tree feature
8. Warm hidden LED lines

LET'S WORK TOGETHER

# THANK YOU

Open to full-time roles and freelance projects in exhibition booths, events and interior visualization — from first concept to photoreal render.

SEND AN EMAIL →

WHATSAPP

## PERSONAL DATA


PHONE NUMBER
+20 101 724 1187

E-MAIL
ahmadhamdeelfeel0@gmail.com

WHATSAPP
+20 101 724 1187

PLACE OF RESIDENCE
Kom Hamada · Al Buhayrah · Egypt