

# MOSAIC *live*

Company Profile

## Mosaic live

### Who we are

We are in the business of making the ephemeral event last forever.

The wonder of life is to experience moments that are not meant to endure but do so anyway. A seasoned event agency of 16 years, we understand that not only are events ephemeral, but what makes them unique is that they have the potential to have an

everlasting effect. They can become transformative moments among the many events that have the power to change you. As an event management organizer across Dubai, Abu and around the UAE, we believe that we can curate and build compelling and immersive event experiences that are constantly telling new stories.

# Mosaic Live

## Our Services

Mosaic's experienced team works with the best industry partners & suppliers to deliver turnkey event solutions.



### Creative Design

Our Creative team conceptualize, design and deliver a custom look & feel for each event. From logo design to overall event branding, artworks, a cohesive creative approach ties it all in.



### Production

Our Production team builds and installs custom stages, exhibition & activation stands, signages & site branding as per the themed décor. What we design is what we deliver onsite.



### Technical

We leverage advanced audio-visual and communications, delivering dramatic & effective technology solutions for all event needs.



### Content Creation

Apart from modelling your event after your objectives, we also tailor the content to the audience keeping cultural sensitivities in mind. Launch reveals, Brand animations leading into momentous finales that stays with the audience are some content that we develop for our shows.



### Event Experience Team

With a dedicated experience curator, each client gets the Mosaic commitment of delivery. The event team of Project Manager & Assistants ensure that the clients vision comes to life, tying in all phases of event planning & execution.

# Mosaic Live

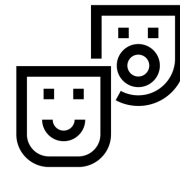
What we do



## Amplify

Reach

We create unique, compelling and 'larger than life' events that not only generate a hype around your brand but also ensure that the key messages are amplified beyond the limited audience present.



## Activate

Customers

By producing interactive, authentic and immersive experiences, we engage consumers and strengthen their relationship with your brand. We work closely with every client to understand the goals of the activation and ensure our strategies meet their overall plans.



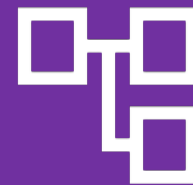
## Align

Employees & Channels

We understand that employees and channel partners are an invaluable asset to any organization and, therefore we create experiences, that cultivate a feeling of pride, align internal stakeholders, engage and inspire them to excel.



# G<sup>U</sup>VERNMENT EVENTS





14 Heads of State  
900+ Protocol Attendees  
2800 Guests  
53m Stage  
318 sq mt LED Screen  
100 School Children  
National Anthem Performers

[See video](#)



# Abu Dhabi Sustainability Week Opening Ceremony & Zayed Sustainability Prize Awards Ceremony 2023

ADNEC, Abu Dhabi



Mosaic Live worked closely with the Masdar team, to produce the content and full stage production for the Abu Dhabi Sustainability Week Opening Ceremony and the Zayed Sustainability Prize Awards Ceremony 2023. The Ceremony was held at ADNEC, Abu Dhabi and was attended by HH Sheikh Mohammed bin Zayed Al Nahyan, President of the UAE, along with 2800 guests. Mosaic delivered all the creative content for the preshow and the 60-minute main show.

Which included designing custom background animations, branding for the keynote speeches, a special Roots themed transition sequence from ADSW to the Prize, the prize nominations and awarding animation and a finale closing moment for the group photograph. The execution included stage production with an LED lined floor, a bespoke fabric ceiling installation, VIP seating management, a National Anthem performance, branding and live streaming of the event to various social media channels of Masdar.





## DEWA Conservation Awards

Versace Hotel, Dubai

[See video](#)

Mosaic Live executed an innovative project and created a very memorable event for both clients and guests. A stage was built with sliding LED Screen and created a content based from the Event Theme.



## MBZUAI Commencement and AI & Sustainability Symposium

ADNEC Business Center, Abu Dhabi

MBZUAI graduated its first cohort of students in January 2023. The university's first graduation was an opportunity to showcase Abu Dhabi as a hub for AI, innovation, and research excellence while celebrating the inaugural graduates as a force for good in the world. 52 students from 24 countries graduated, becoming the next generation of AI experts. The event included a Processional Walk, Conferral of degrees, Reception for family and friends and ended with an Hat throwing to celebrate the momentous day. A panel discussion in the AI & Sustainability Symposium followed with activations like the AI Welcome Face, Welcome Robot, Robot photobooth Robot Coffee Arm around the event reception area.





## UNESCO & Sharjah Institute for Heritage Sharjah

Mosaic Live created a customized online platform to host both MOA Ceremony and a conference for 2 days and managed both physical and online conference for UNESCO and the United Arab Emirates to establish the International Centre for Capacity Building in Intangible Cultural Heritage in the Arab States in Sharjah. The signing ceremony of the agreement was held in the presence of H.E. Ms Noura bint Mohammed Al Kaabi, Minister of Culture and Youth of the UAE and President of the UAE National Commission for Education, Culture, and Science, Ms Audrey Azoulay, UNESCO Director-General, Dr. Abdulaziz Almusallam, Chairman of the Sharjah Institute for Heritage and other guests. The conference aims to raise awareness of and ensure respect for intangible cultural heritage in the Arab States, as well as fostering regional and international cooperation, including South-South collaboration.



## National Parlimentary Elections

ADNEC, Abu Dhabi

Mosaic successfully executed the opening ceremony of the national parliamentary elections at ADNEC. The Prestigious closing ceremony at the end of week long voting process where live results were announced in a matter of a few minutes on screen. The entire content for the event was created inhouse.



## DEWA IPO Listing

### DEWA HQ & Address Downtown

Celebrating the unprecedented largest IPO in the UAE, Middle East & Africa and Europe, Mosaic Live had the privilege to conceptualize and execute the historic DEWA IPO Launch Event at DEWA HQ and The Address Downtown. This was a momentous occasion that left a lasting impression on all those in attendance. DEWA's historic IPO launch was held at two iconic locations - DEWA HQ and The Address Downtown. The event featured a customized LED launch panel and immersive content showcasing the historic IPO, as well as an architectural lighting setup with an integrated confetti machine at DEWA HQ that added excitement and color. The event drew an impressive lineup of distinguished guests, including His Excellency Saeed Mohammed Al Tayer, MD & CEO of DEWA. As an integral part of this historic event, we ensured that every element of the launch was expertly executed. The result was a truly immersive and unforgettable experience that left a lasting impression on everyone in attendance. It was truly an honor for the team to be part of such a momentous occasion and to contribute to the success of the largest IPO in the region's history.

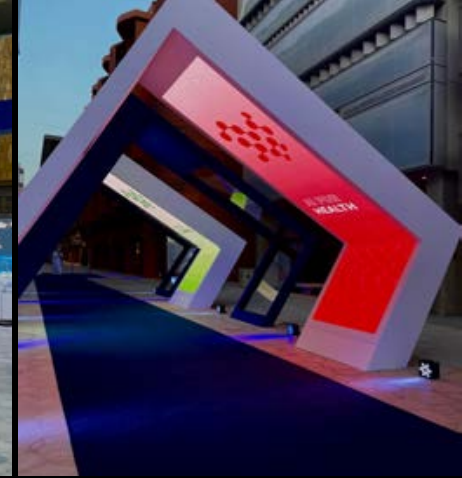


## DUCAB Factory Launch

Kizad, Abu Dhabi

Mosaic Live created a unique and memorable launch event inside and around the factory. We wanted to stay in line with the industrial look as it's fitting into the dedicated event space allocated for the launch.

[See video](#)



## MBZUAI Executive Program Graduation Ceremony & Gala Dinner

MBZUAI Masdar City, Abu Dhabi

A graduation ceremony was held by The Mohammed bin Zayed University of Artificial Intelligence (MBZUAI) for its second and third cohorts of the Executive Directors Program (MEP) at the university's campus in Masdar City in Abu Dhabi. Graduate projects were awarded by stakeholders of the program. This was followed by a gala dinner with live entertainment for all the guests at the Masdar Park. Mosaic Live brought the event to life with an LED tunnel welcome entrance which invited the guests into the world of AI. A custom design 30 meters stage hosted the event for 250 guests followed by an elegant dinner.



The Zayed Sustainability Prize, held the Inaugural Zayed Sustainability Prize Forum at Abu Dhabi Sustainability Week 2023.



Mosaic Live once again delivered the show run and entire screen content which included liaising with the content team responsible for the Forum Agenda and Speakers, coordinating the MC, Omar Butti and all technical rehearsals, creating thematic background animation, the screen branding and overall looks for all the panels, and live streaming the forum to the ZSP social media channels.

Zayed Sustainability Prize Forum 2023

ADNEC, Abu Dhabi



The Forum was a resounding success. Held under the theme 'Raising Ambition, Progressing Inclusivity', the high-level conversations and panel discussions spotlighted the important multi-stakeholder action being taken to deliver practical solutions to climate and sustainability challenges.





## World Green Economy Summit 2022

DWTC, Dubai

[See video](#)

The 8th World Green Economy Summit (WGES) held under the theme 'Climate Action Leadership through Collaboration: The Roadmap to Net-Zero' saw participation from ministers, experts, decision-makers, officials, representatives of government institutions, & the academic community from around the world. The summit included a main keynote and four breakout stages. We hosted a closed door Ministerial Roundtable with around 25 ministers along with a Regional Conference of the Youth, Youth Circle meeting, Emirates Energy Awards and multiple other sessions. The Sheikh Saeed hall at the Dubai World Trade center was transformed to fit all the sessions over two days.



## ADSW Opening Ceremony & ZSP Awards Ceremony 2022

Expo City, Dubai

[See video](#)

Mosaic was entrusted with the delivery of the creative content for the 2022 ADSW Opening Ceremony and the Zayed Sustainability Prize Awards Ceremony at the Expo 2020 venue. The event was held in the presence of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai with over 400+ VIPs, Protocol attendees and 7 heads of states where 10 new Sustainability Innovation champions took home the 2022 Zayed Sustainability prize in 5 different categories. The content delivery included liaising with film partner companies for films that played in the ceremony, creating thematic background animations, the screen branding and overall looks for each section of the event, designing a transition sequence from ADSW to the Prize and a finale closing moment for the awards. The execution also included managing delivery of photo & video content to all stakeholders, live streaming of the ceremony & the awards to various social media channels of Masdar.





15-meter articulated arch made from mdf reinforced by a 3.5m metal support

[See video](#)



The event was a grand opening ceremony that was graced by the esteemed presence of HH Sheikh Khalid bin Abdullah bin Sultan Al Qasimi, along with other distinguished heads and directors of various government departments.

Sharjah Media City  
Launch / Opening  
Ceremony 2022  
Media City Shams,  
Sharjah



Mosaic Live was entrusted with the responsibility of executing the creative launch concept, design, and build for Shams Business Center, a top-notch media and creativity hub in the UAE.





## Her Highness Executive Office Stand

### Book Fair, Sharjah & Al Ain

A minimalistic stand designed to promote the Sheikh Sultan Award for celebrating the spirit of the youth and generate interest among the younger audiences to participate with some fun activations at the Sharjah and Al Ain Book Fairs.



## GCAA Annual Staff Gathering

Qasr Al Sultan, Dubai

An annual event for the General Civil Aviation Authority staff and their families organized by Mosaic Live, for 3 years, with unique experiential activities for kids and adults alike.



### World Largest Earth Hour Celebration

[See video](#)



What makes the United Arab Emirates 'United' is the roots of rich traditions, culture and heritage. Mosaic Live created a Heritage Zone with traditional setup and design having traditional Arabic food, handicrafts and displays. A Camp Site was setup with innovative floor and walls made of LEDs displaying the content and information of Earth Hour. The event had Hammock Area, Inflatable Castles, Noor Hayat Stand and Kids Skilled Games for teenagers and kids; they loved it!

### DEWA Earth Hour Marasi Promenade, Dubai



Setting the benchmark even higher for creating a 'Larger Than Life Experience', Mosaic Live designed and executed an unconventional and innovative celebration for DEWA Earth Hour 2019 with the theme of Urban Sustainability to light up the spirit of togetherness for achieving sustainability. DEWA Earth Hour 2019 was a blend of uniquely designed structure with elements of sustainability as emblems of Hope for the Better Future and to Connect to Earth.





## Dubai Airports Team Building

### Global Village, Dubai

The Strategy and Development team came together for a fun IPAD treasure hunt curated for Dubai Airports that contained the map of Global Village and required them to go to various points at the venue and complete tasks upload pictures and videos etc.



## DGEP - THE EXECUTIVE COUNCIL

Ritz Carlton, DIFC, Dubai

A series of over 25 knowledge conferences and seminars organized by Mosaic Live for The Executive council under the banner of Dubai Government Excellence Program. The events followed a surreal white theme that exemplified sophistication and aimed at holding interactive workshops and sessions for various government entities across Dubai. The event series held over a year in 2019 concluded with a grand award ceremony.



## DEWA CCG 2019

Armani Hotel, Dubai

Mosaic Live created a multi-level and protruding LED Screen for the awarding ceremonies attended by selected prestigious Multi-national contractors and consultants of DEWA.



# SHAMS UAE National Day, 2019

## Sharjah Media City Shams HQ, Sharjah

Celebrating the UAE's National Day is an important event for the country and its people. To ensure that the celebration was special, Mosaic Live combined modern elements with traditional aesthetics to create an eye-catching event. Our team ensured that the event was well-organized with various Emirati traditional-themed activation. This allowed us to capture the essence of the UAE's culture while still embracing modern trends. We also incorporated digital elements such as interactive games and virtual reality experiences. The result was a successful celebration that showcased UAE's rich culture in a unique way.





## DEWA Stand at Access Abilities EXPO 2019

DWTC, Dubai

Mosaic conceptualized and produced DEWA's Exhibition stand at the Access Abilities Expo 2019 at DWTC, Dubai themed around sustainability with different textures and finishing. The stand hosted presentations and workshops on dealing with People of Determination, learning sign language and art therapy. Activations included a 'Tolerance Tree' and 'Mosaic Corner', and a photo corner featuring People of Determination who have made great achievements and have become a source of inspiration for millions.



## Abu Dhabi Department of Energy Stand 2022 World Future Energy Summit - ADNEC, Abu Dhabi

[See video](#)

Mosaic Live designed and managed the Abu Dhabi Department of Energy stand executed in ADNEC during the World Future Energy Summit as a part of the Abu Dhabi Sustainability Week 2022. The event welcomed top level VIPs, ministers and stakeholders who came together to work towards a new era of energy in Abu Dhabi. Mosaic Live then went on to develop visual content and curate cutting-edge content production and technology-driven activation such as OLED Display, interactive Touch & Throw Display creating an immersive experience that brought visitors into a world full of informative visuals and interactive elements. This project was truly a testament to Mosaic Live's commitment and dedication towards delivering high quality results for their clients.



# C R P O R A T E E V E N T S





## HUAWEI P30 SERIES LAUNCH

Burj Park, Dubai

The event was designed with a forest theme in mind. We created an avant-garde fully immersive forest that was complete with a multi-level tree house, a campsite and larger than life shrub cutouts.

**GOLD AWARD** : Launch Event of the Year

**GOLD AWARD** : Achievement in Design Construct and Fabrication

**SILVER AWARD**: Achievement in Production Management

[See video](#)



## KEF Launch International

Inspired by their new brand identity which was based on Japanese Origami, we conceptualized video mapping on an exceptional origami projection stage to convey the vision and messaging of the client.

[See video](#)



## Hikvision EAE Conference

W Hotel – The Palm, Dubai

Hikvision launched the first MENA Hikvision Ecosystem Alliance Event 2019 with Mosaic Live as their Creative & Event Management Agency Partner bringing together government end users, leading technology enterprises, AI Technology professionals, system integrators and over 200 CXO level decision makers, to explore the potential for collaborating and developing new technology opportunities together. Mosaic designed and produced a two day networking conference event at the Armani Ballroom for HIKVISION. The event also hosted an exhibition area with 20 sponsor stands, registration, networking areas. Guests were also invited to a gala dinner on the evening of day one of the conference with performers and entertainment.



## KEF Infra Launch International

[See video](#)

Mosaic Live created a 40 meter, immersive projection zone for the guests at the launch event. An LED and a holo-gauze screen was used to project overhead content customized for the show taking the audiences on an immersive & breathtaking journey.

**GOLD AWARD** : Achievement in Audio Visual Solution

**GOLD AWARD** : Achievement in Production Management

**GOLD AWARD**: Corporate Meeting of the Year



## The MEADFA Conference 2022, 2021, 2019, 2018 international

[See video](#)

The travel retail industry in the Middle East & Africa Duty Free Association reconvened in Bahrain in 2022 and Dubai in 2021 for the last two MEADFA Conferences. The events welcomed over 460 delegates with more connecting to the conference livestream on TFWA 365. The social event was hosted by Dubai Duty Free, another memorable gala evening at the Jumeirah Creekside's Secret Garden. Mosaic Live provided the entire production including stage design, creatives, content and event management for the show days.





## Smart City Launch

Kochi, India

A 100m long, 270 degree immersive LED Screen environment was the set up to launch the Smart City Operations in Kochi, India. Mosaic Live executed this event for Dubai Holding (TECOM) in India with an attendance of 800 pax and VIP delegates who travelled from UAE to the India for the Launch.



## Salesforce Basecamp Conference 2018, 2019, 2021 and 2022

Dubai

Mosaic Live has been managing this event as exclusive partner of choice in Dubai for 5 years, including designing and setting up multiple partner booths, multiple stages & attendee flow from registration to the breakout sessions. Over the past five years, the event has grown from 250pax to 1000pax. The main keynote session is a joint plenary which converts into smaller stages for more targeted individual breakout sessions or simultaneous partner theatres during the day. Networking breaks intersperse the sessions followed by social events such as executive lunches & Welcome Receptions on the side.

[See video](#)



UNLEASH  
THE HUMAN  
IMAGINATION  
FROM THE  
LIMITATIONS OF  
REALITY



## HTC VIVE Launch 2019

### 112<sup>th</sup> floor of Burj Khalifa

HTC Middle East launched their HTC Vive Pro virtual reality (VR) system at the iconic Burj Khalifa, marking a regional partnership with the landmark attraction. Mosaic Live transformed the 112th floor into a tech-inspired event space, featuring a stage with a large LED screen playing content and presentations, two life-sized elevators equipped with VR technology, and various stands displaying the latest HTC products. The launch event also included a social media activation corner and a VR artist who created a mural of the Burj Khalifa and Vive Pro. With a live DJ and F&B, the event provided guests with an immersive and memorable experience that showcased the brand up close and personal.



## SALESFORCE Stand at SEAMLESS DWTC, Dubai

A two tiered exhibition booth designed and delivered for Salesforce at the Seamless conference and exhibition is inspired by the organization's national parks brand language. The booth that was called "Salesforce Lodge" relied on real wood, part of a tree bark, rocks and other outdoor themed elements.



Sleek, minimalistic and luxurious stand.



The stand exemplified a sense of class and sophistication, fitting the brand aesthetic and language perfectly.

Mercedes V Class  
- Mall Activation

Mirdif City Center &  
Mall Of The Emirates



Mosaic Live conceptualized, designed and executed a sleek, minimalistic and luxurious stand at two venues for a duration total of one month for the launch of the Falcon Edition V - Class.





## Aptamil My Future Champion Academy 2016 GCC Leg (UAE, Qatar, Kuwait & KSA)

Mosaic Live played a crucial role in the Academy's success, serving as their "sole" On-Ground Agency Partner. Their design for the activation focused on six developmental skills - Creative, Fine Motors, Cognitive, Verbal, Physical, and Interactive - for toddlers aged 1-3 and kids aged 3-6. The Academy was divided into three bursts held in strategic locations such as Malls and Parks across UAE, KUWAIT, KSA and QATAR. With Aptamil's premium standing in the market, Mosaic Live created over 10 unique and visually appealing stand designs. Each stand was meticulously fabricated to provide creative and experiential kids workshops that showcased and celebrated the skills of toddlers and kids.



## The KEF Experience International

[See video](#)

Mosaic Live created a 120 meter, 270 degree immersive zone for 1,000 guests. Captivating content took the audience on an experiential journey which showcased KEF Healthcare milestones with key messaging and achievements.



## BRIDGESTONE TYRE SAFETY ZONE

Bahrain, Oman, Qatar, Saudi, Kuwait, UAE

The event created an exciting ambience, which included interactive zones for children and adults. We demonstrated the use of pressure gauges, which were later given to the mall visitors as gifts. The activation offered the audience a chance to learn more about the Bridgestone products for various categories.



live



FESTIVAL<sup>AL</sup>ALS





## Sharjah Entrepreneurship Festival 2021

### EXPO, Sharjah

Mosaic Live thrives on transforming spaces by taking a theme and translating it into unique event experiences. Sheraa welcomed a generation of future change makers at the Sharjah Entrepreneurship Festival that took place at the Sharjah Expo Centre over a period of 2 days. The event was a success receiving a footfall of over 4000+ visitors, including schools, 50+ entrepreneurs, stakeholders and VIP Protocol guests at the Opening ceremony & various sessions.



## Dubai Future Week

### Jumeirah Emirates Towers, Dubai

Within a challenging timeline of one week from conceptualization to the load in; Mosaic Live designed and delivered a futuristic-themed event that included a main stage with entertainment, outdoor cinema, F&B area, and a host of other activations. Guests were taken through an immersive experience from the moment they entered, taking them through a journey of the Future of Food, Music, Gaming, Fitness, Entertainment, Robotics, Art, Photography, Automobiles, Drone technologies to name a few. The event was aimed at inspiring young people, engaging the community in innovation and supporting local creative talent. The production and set-up took place in a very short time frame, however we managed to deliver the event successfully, working on feasible solutions that could be delivered in the timeframe.



## 22<sup>nd</sup> Edition of the Sharjah International Narrator Forum, 2022

### Sharjah EXPO

The 22<sup>nd</sup> edition of the Sharjah International Narrator Forum (SINF) was a true fairytale brought to life by Mosaic Live. From the main plenary hall to enchanting 15 different design spaces, every detail was curated and executed under the theme of Tales of the Sea with a touch of wonder and magic held at the Sharjah Expo. This year's forum saw an impressive turnout, with over 160 researchers and literature specialists from local, Arab, and regional countries, along with participants from 45 nations. Mosaic Live's expert team meticulously managed the logistics of the event, ensuring that SINF 2022 was an unforgettable experience for all attendees. From world-class production to technical support, every aspect of the event was seamlessly executed, leaving a lasting impression on everyone who attended.

[See video](#)



# Sharjah International Narrators Forum 6 Editions ( 2022, 2021, 2020, 2019, 2018, 2017)

## EXPO, Sharjah

Mosaic Live delivered an experience that focused on diversified cultural heritage by making this edition the biggest one yet! We designed dedicated spaces for 15 different areas of the forum such as the Workshops area, Narrators Corner, Theater, LED Tunnel, Arabic Spice Market etc. in which participants networked & engaged with world renowned artists, craftsmen and narrators. Overall the event had an audience of 4500 pax across 3 days.



## FOCP – Relay for Life 2022

### Sharjah

In 2022, Mosaic Live had the privilege of organizing Friends of Cancer Patients-Relay for Life, a 24 hour event aimed at raising awareness of cancer and supporting the local cancer charity. As the largest fundraising event for cancer in the world, we were honored to bring this event to life and make it a memorable experience for all involved. We transformed a barren venue into an exciting event space, by leveling the ground, adding branding and direction signages, site infrastructure like washrooms, prayer rooms, tents for medical support, food trucks, and customizing the various activity zones for kids, adults and more for the entire family. With a total of 1500 attendees, we provided 24 hours of curated entertainment, live & walkaround performances, wellness sessions to keep the audience engaged.



## PANADOL Go the Extra Mile Campaign

### DUBAIMALL

Mosaic executed a successful campaign at Dubai Mall for Panadol's new campaign – Go The Extra Mile which aimed at encouraging people to get cycling and promote it as a fitness campaign in both men & women. The stand had a 4-player Live Cycling Race where cyclists would pedal for one mile and the fastest cyclist would win promotional giveaways. This was an outrageously exciting activation in Dubai Mall where hundreds participated every day. The top player of the day was given prizes. We used microcontrollers with sensors on wheels to detect the speed and translate it to a nice graphical interface on a jumbotron LED.



Mosaic Live has delivered 3 Editions of the SIFF Event.



The first children & youth film festival in the region, each year was executed on a different theme and creative treatment. The speech of Her Highness Sheikha Jawaher Bint Qassimi, was given a new, creative look with a 3D hologram on a 20x5 meter scrim creating a visually enthralling journey for the audience.

Sharjah International Film Festival 2019, 2018, 2017

3 Editions



Mosaic Live has delivered 3 Editions of the SIFF Event with an opening ceremony in each edition.







10 Months  
15 Rooms  
Analog vs Digital  
Story Telling Sessions  
Workshops  
Activities  
Interactive and  
Experiential  
Celebration of the  
author's life and work



Fifteen rooms at the Sharjah Art Museum were dedicated to displays of items, drawings and artworks Andersen created as well as themes inspired by some of his greatest fairy tale stories. Props and digital solutions brought his literary works to life at the exhibition. Mosaic worked closely with the curator and handled the entire production from start to finish delivering a stunning exhibit for the event.

'Fairytale Come True' - A Hans Christian Andersen Exhibition  
Sharjah Art Museum, Sharjah



The exhibition created in celebration of Sharjah World Book Capital 2019, was organized by the UAE Board on Books for Young People (UAEBBY) in collaboration with Sharjah Museums Authority. The interactive and experiential celebration of the acclaimed Danish writer Hans Christian Andersen's life and works was the first of its kind in the Arab region on display at the Sharjah Art Museum for 10 months.





## Red Bull Curates JBR Walk, Dubai

On a 10m canvas, we made graffiti come to life with digital projection mapping, captivating almost 10,000 people during the week-long activation.



## Sharjah International Children's Reading Festival

EXPO, Sharjah

Designed and built to the theme, every workshop in the SICR was conceptualized keeping in mind the genre of the workshop. For example, if it was a science workshop, the workshop was a science lab!



## Sharjah International Book Fair

### EXPO, Sharkah

Mosaic Live designed and executed the workshops area at the SIBF to provide a platform for children to explore their creativity and push boundaries. A bespoke design made of fabric and metal in the brand colors reflected the 'Fluid' theme and was one of the event hotspots with the most photographed & talked about design.



## World's Largest Jigsaw Dubai's Autism Rocks Arena

Mosaic Live executed the world's largest jigsaw made out of 63 shipping containers measuring 135m long and 12m high in total, Guido painted parts of his creation on the separate shipping before they were assembled upon their arrival at the location in Dubai.



SPORTING  
EVENTS





## PUBG Global Championship

### Dubai Expo City

[See video](#)

Mosaic Live went above and beyond to ensure that the PGC 2022 was a seamless and unforgettable experience for all participants and the public. From the first pitch to the first site visit and onto a mind boggling three month planning phase, our scope of work included managing the extensive logistics of the ever growing event. Our operations team pulled out all the stops in providing overall production for the PGC gaming arena, main control center, players practice lounge, crew for game days and supporting the global event broadcast team. The event was broadcast live on 55 media channels including official PUBG gaming platforms supporting multiple languages.

And the end result? As the gamers would say it's a "Winner, Winner, Chicken Dinner!"



16 clubs  
12 venues  
130 crew members  
4 days  
6 Emirates



With simultaneous matches in multiple stadiums, we executed the extensive branding adaptation to 12 venues keeping in mind short deadlines and Covid movement restrictions that included socially distanced seating, transportation and regular PCR testing for all team members.

UAEFA  
PRESIDENTS CUP  
2020 (Round of 16  
& Quarterfinals  
Matches)  
Dubai, Abu Dhabi, Ras  
Al Khaimah, Fujairah,  
Al Ain, Dhafra,  
Khorfakan



Mosaic successfully handled the Match Opening (kick-off) Ceremony protocol for the 2020 President's Cup Round of 16 matches and the Quarterfinal Matches in December 2020. The event was an operational success following all the Covid Guidelines for crew and suppliers. Mosaic Live managed a mammoth undertaking of logistics that were spread across 16 clubs, 12 venues, 130 crew members, and 4 days covering 6 Emirates.







## Etisalat Sporting Event

Dubai

Etisalat organized a series of community sports events such as Adventure rock climbing, cycling with experts, and a signing ceremony organized at Expo 2020 to commemorate Etisalat as the official sponsor for UAE Team Emirates.



## UEFA & Etihad Airways Partnership Signing Ceremony

### Dubai

Mosaic Live conceptualized, designed & executed the full production of the official Partnership Signing ceremony between UAE Football Association and Etihad Airways in November 2020. The entire event site branding, furniture and Technical were provided by Mosaic. In the multi-year agreement, Etihad Airways will be the official sponsor of the UAE's national football teams, including the First team, Olympic team, and the Youth teams. The site crew were all PCR tested before set up on site and before the event. The event was by invitation only and total capacity with seating adhered to social distancing rules & Covid Guidelines.

# Partnership Renewal Ceremony

Official Bank of Saudi Football

# حفل تجديد الشراكة

البنك الرسمي لكرة السعودية

2021 - 2024



## Saudi Arabian Football Federation – Partnership Renewal Ceremony

King Saud Stadium, Riyadh, Saudi Arabia

Mosaic Live was instrumental in pulling off a Partnership Renewal Ceremony for the Saudi Arabian Football Federation – in association with their official partners NCB Bank, A quick installation and dismantle of the Pre-Match on field branding elements like the stage & backdrop, branded Toblerone, LED table, Entrance Arch, along with SFX and balloon release was planned and executed flawlessly in the capital, Riyadh. The event was pulled off with one week of planning and a staff strength of over 75+ crew members.



## Abu Dhabi Formula One – 5 Editions

Yas Marina Circuit, Abu Dhabi

Working with Abu Dhabi Motor Sports Management, for the fifth year in a row, Mosaic Live scouted for over 600 of the most unique performance acts across the world and brought them together for an entertainment grand finale with an audience of 100,000 across the F1 celebration at Yas Marina Circuit over 3 days.



# Mosaic Live

## Why Mosaic Live?

We occupy a space that makes us stand out in large scale event planning and production. Mosaic's core assets are its diverse events management team and inner culture. We have delivered 600+ successful Corporate, Government and Public Entertainment Events of all scales. Our ability in creating unique event experiences allows us to tailor your content to the event brief keeping cultural sensitivities in mind and transforming an audience journey into momentous stage finales.

WOW AWARDS MIDDLE EAST

25<sup>TH</sup> SEPTEMBER, 2019 | PALAZZO VERSACE DUBAI

## Award Winning Agency

2019 Gold - Achievement in Design Construct/ Fabrication | Gold - Launch Event of the Year | Silver - Government Special Event of the Year | Silver - Association / Industry Convention of the Year | Silver - Achievement in Production Management | Silver - Innovation in Interactive Technology | Bronze - Lifestyle Event Property of the Year | Bronze - Association / Industry Convention of the Year

2018 Gold & Silver - Achievement in Production Management | Gold - Achievement in Audio Visual Solution | Silver - Best Launch Event of the Year | Bronze - Achievement in Projection Mapping | Bronze - On Ground Promotion for the Year for Brand Awareness



## Why work with an Award Winning Agency?

Mosaic Live is proud to have been the most-awarded corporate event management agency of the year at the 2019 WOW Awards Middle East. With the highest number of awards as an event management company in several categories, we cherish our clients for giving us these amazing opportunities to create phenomenal experiences for their brands.

For us, at Mosaic Live, these awards are a recognition and validation for all our hard work and continued effort, and we look forward to delivering many more such exceptional events. Having grown exponentially in the last 13 years, we hope to continue to amaze our clients and audiences with innovative government and corporate events among many others.

# The Mosaic Team

Hiten Bajaj  
CEO



Julius Encarnacion  
CCO



Deepak Lalwani  
Head of Operations



Nahas Noushad  
CFO



Malini Haridasan  
COO

Fidha Saleem  
Experience Curator



Pritika Kalra  
Experience Curator



Daniela Martins  
Experience Architect



Aditi Thakur  
Experience Architect



Vinesh Kumar  
Operations



Mohamed Nabil  
Experience Designer



Santhosh Karipurathu  
Experience Designer





UAE, KSA, Kuwait,  
Bahrain, Qatar

India

Italy

Egypt

Kenya

Where  
have we  
worked

# Some of our Key Clients



هيئة كهرباء ومياه دبي  
Dubai Electricity & Water Authority



جائزة الشيخ سلطان لطاقت الشباب  
SHERH SULTAN AWARD FOR CELEBRATING THE SPIRIT OF YOUTH

الهيئة العامة للطيران المدني  
GENERAL CIVIL AVIATION AUTHORITY



معهد الشارقة للتراث  
SHARJAH INSTITUTE FOR HERITAGE  
نصون التراث ... نحفظ الهوية



مؤسسة دبي للمستقبل  
DUBAI FUTURE FOUNDATION



اتحاد الإمارات العربية المتحدة لكرة القدم  
UAE FOOTBALL ASSOCIATION



Dalal Yassin, Head Zayed  
Sustainability Prize, Masdar, Abu  
Dhabi

I thoroughly enjoyed working with Mosaic this year which culminated in an extremely successful event. I appreciate your supportive and can-do attitude. I truly think you're a star and so does our management. I look forward to working together on future events big and small. Get some much needed and well deserved rest. Thanks.

Reem Hamza Mohd Al Sabt,  
Manager - Marketing Research &  
Intelligence, Marketing &  
Corporate Com - Marketing  
Communication, DEWA

On behalf of DEWA's Marketing & Communication Department, I would like to extend our greatest appreciation for the hard work and meticulous efforts to make our annual Conservation Award a tremendous success. Overall, we received many compliments and positive comments from many of the attendees. The performance, entertainment and the organization of the awarding was excellent and was especially memorable for the students who attended for their first time. We thank you for your support in executing one of biggest and most looked forward to event of the year. We look forward to working with you again.

Fatima Alyousuf, Director of  
Marketing, Marketing Department,  
Ducab, Dubai

Thanks a lot for your great efforts at making our event a success! We have received and are still receiving very good feedback on the entire event and especially the Kabuki drop. This wouldn't have been without your hard work and dedication and especially your sleepless nights! Thanks to you and all your 'behind the scenes' team who also worked very hard to make this happen.

Asma Alfalasi, Director of Marketing & Corporate Comms Dept., Sharjah Media City - Shams

Thank you all for doing such a great job with the Shams stand at Seamless 2020. I'm glad we decided to work with you. It's really amazing how great the stand looks. It is a pleasure to have you as our exhibition partner! I appreciate the detailed work and thank you for being so agile throughout the event. Thanks, guys!

Abdalla Mohamed AlNajjar, Head of Events, MBZUAI, Abu Dhabi

Thank you for all your hard work and being amazing and so professional. I enjoyed working with you and your team. You delivered a great project. I hope we will work together on more exciting projects. Bless you and the team.

Isra Aldouri, Senior Executive Marketing and Events, ADSW, Masdar, Abu Dhabi

I just want to say thank you for all the hard work. The ADSW Opening Ceremony and the ZSP Awards Ceremony event was fantastic and well executed. We received great feedback from senior management. So, on behalf of the team, we thank you once again.

Yashika Sawant, Marketing Specialist, Sharjah Media City - Shams, Sharjah

Mosaic Live's commitment to excellence and extensive experience in delivering exceptional events were evident in every aspect of the Shams business centre launch event that they did for us. The team's passion especially Julius has been very helpful throughout the process!

Alice Grasset, Head of Marketing - Salesforce MMEA

We've been working for four years now and have been running small executive events to larger events of over 1000pax. The relationship and partnership has been amazing, we have a feeling of trust in the whole team and they have been instrumental in helping us develop the MMEA market and achieve our goals. A key factor is that we are not based in the UAE and we have had the pleasure of having Mosaic onsite and be our hands and ears on ground when we are not around. Every time we've attempted to run an event be it small or large, everyone at Mosaic is so helpful, think outside the box and come together to make the event super special whether it's an employee specific event or for customers - Mosaic treats everyone with utmost respect and works hard towards making the event a success. Another factor we'd like to highlight is the agility and flexibility of the team, anyone who works in this industry knows that plans change last minute but we always receive the fastest and best responsible response regardless of the challenge and their "can do attitude" is what makes them amazing.

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