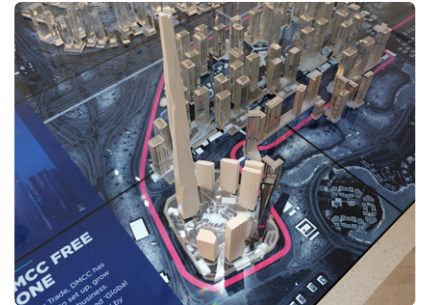
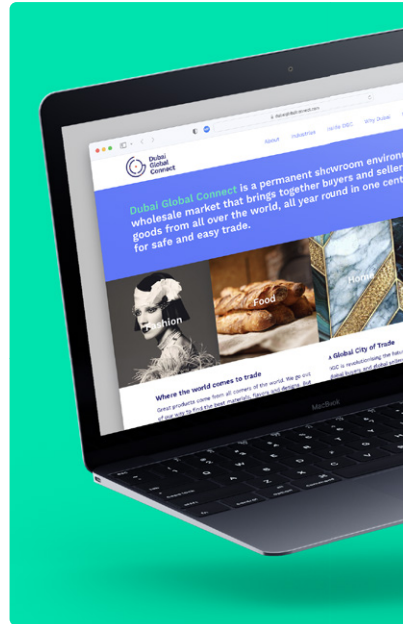
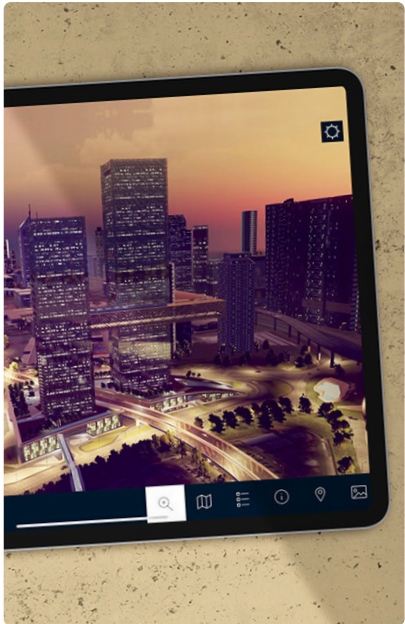
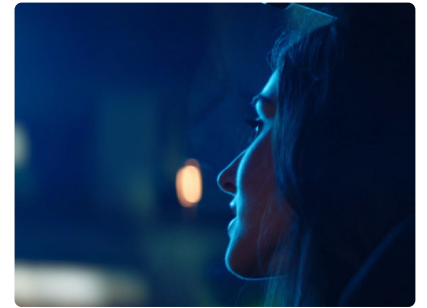




Agency profile
Spring 2023

Pi is a creative agency that creates exceptional physical and digital experiences.

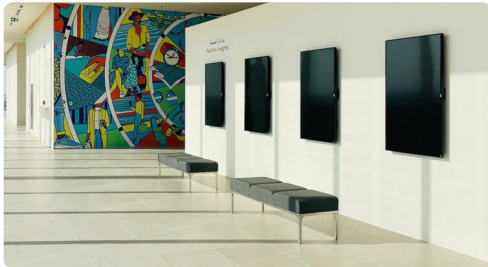


We specialise in space design, film and digital media. With more than 25 years working with partners across continents, languages and cultures, we bring ideas to life with innovative technology and great design.



Space

Centres, exhibitions,
activations, experiences



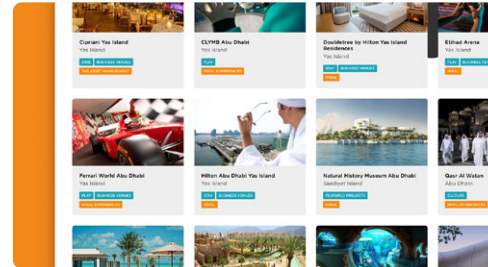
Film

Live-action, animation,
CGI, VR, immersive



Digital

Sites, apps,
interactive products



Strategy

Thinking, planning,
outcomes



We work around the world in education, healthcare, energy, hospitality, retail, real estate, eMobility and tourism.



BroadwayMalyan^{BM}

Brookfield



CPPS
Centre Pédagogique Prévention Séisme
Bildungszentrum für Erdbebensprevention

DAMAC

dar al-handasah
shair and partners



ديوا
dewa

DIFC

DMCC

دبي

Dubai Global Connect



مدينة دبي الطبية
Dubai Healthcare City



WAFI
MALL

GULF RELATED



إثراء دبي
ITHRA DUBAI



Masdar
A MUBADALA COMPANY

MERAAS

ميرال
MIRAL



SAMSUNG

SHUAA

SWEID & SWEID



WeVe

Experiences

We create innovative spaces, from visitor centres and galleries to exhibitions and pop-up activations.

See more of our work at pi.ae



DGC visitor centre
Investment Corporation of Dubai

A 4,000 sq.m space featuring an immersive auditorium, business lounge, architectural model and interactive product showcases.



Earthquake Learning Centre
CPPS, Switzerland

A state-of-the-art learning centre, featuring 25+ interactive exhibits and an immersive earthquake simulator.



Expo Street Food
Expo 2020 Dubai

Three F&B food truck and container parks at Expo 2020 Dubai, featuring 20+ operators. (Delivered in partnership with Orora).



UK/KSA/China/South Korea
UAE Ministry of Education

A number of exhibition stands – with content strategy and creation – at a series of high profile 'education in technology' events around the world.



Gate Avenue activations
DIFC

A series of pop-up concepts, including an interactive sculpture, games rooms and galleries.



3D building projection mapping
WAFI, Dubai

A giant animated show projected daily on the side of the WAFI mall.



360° theatre
Expo 2020 Dubai

An immersive room with a 360° CGI and live action film experience, used to promote Dubai's bid to host Expo 2020.



Uptown Dubai
DMCC

An immersive 180° CGI film installation created as part of a teaser launch of DMCC's Uptown Dubai.

Film

We tell human stories using live action, CGI, animation, VR and immersive technology.

See more of our work at pi.ae



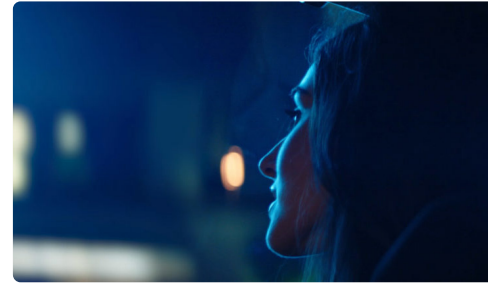
Dubai Global Connect
Investment Corporation of Dubai

A launch film for Dubai Global Connect, a 1 million sq.m. wholesale market that brings together buyers and sellers from all over the world.



Smart Learning
Ministry of Education

A collection of short animated films showcasing the UAE Ministry of Education's central themes.



Dubawi
SHUAA

An energetic film that follows three young professionals who live in the Dubai's 'Dubawi' tower and work in nearby DIFC.



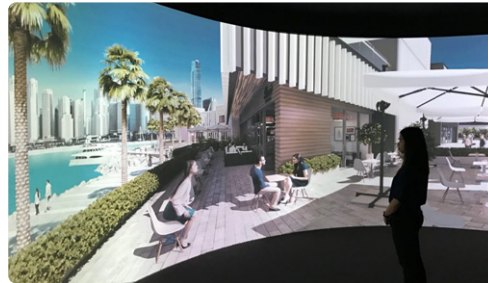
ICD Brookfield Place
Brookfield

A fast-paced film that introduces the personality of DIFC's newest and most advanced office tower.



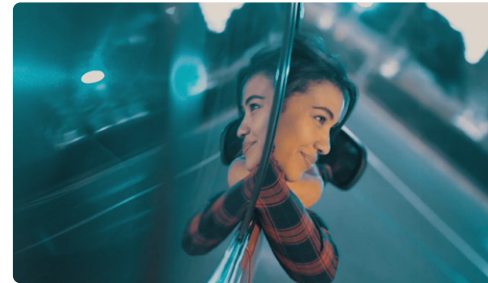
360 VR films
Emirates Nuclear Energy Cooperation

A collection of interactive VR films that explain how electricity is made at the Barakah Nuclear Energy Plant.



270° immersive theatre
Bluewaters Island

An atmospheric first-person 180° film that offers a taste of living on Dubai's Bluewaters Island.



Banyan Tree Residences
Sweid & Sweid

A short film to promote the character of Dubai's Banyan Tree-branded development.



Barakah
Emirates Nuclear Energy Cooperation

A short film showcasing the UAE Peaceful Nuclear Energy Program and the new Barakah plant.

Digital

We create innovative tables, apps and sites for presenting ideas, projects and plans.

See more of our work at pi.ae



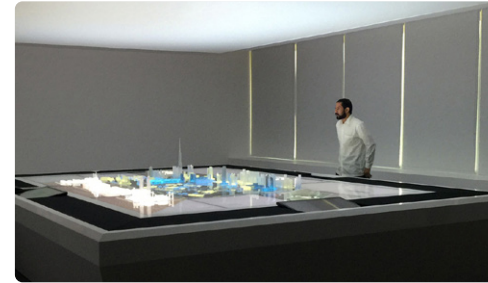
Dubai Design District
Tecom

A hybrid digital surface with a physical model and interactive animated graphics to present the Dubai Design District masterplan.



Expo 2020 Dubai
Ministry of State

A hybrid digital surface with a physical model and interactive animated graphics to explain the Dubai Expo masterplan.



Smart Dubai
DEWA

A hybrid digital surface with physical models and interactive animated graphics to present DEWA's smart technologies.



One Za'abeel
Ithra

An interactive leasing tool with maps, floorplans and an advanced real-time 3D model of Ithra's One Za'abeel development.



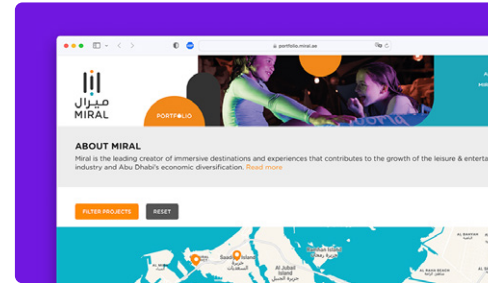
Bluewaters Island
Meraas

An interactive leasing tool with maps, floorplans and an advanced real-time 3D model of the Meraas Bluewaters Island development.



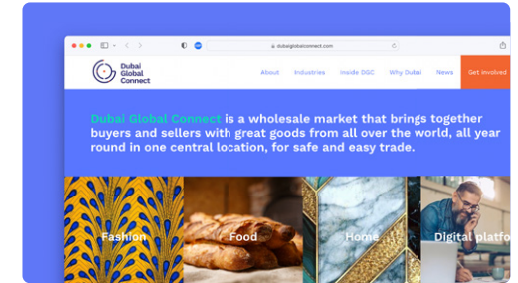
Gate Avenue
DIFC

An interactive leasing tool with maps, floorplans and an advanced real-time 3D model of DIFC's Gate Avenue.



Miral portfolio
Miral

Portfolio site for Miral's real estate projects in the UAE and overseas.
portfolio.miral.com

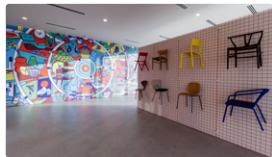
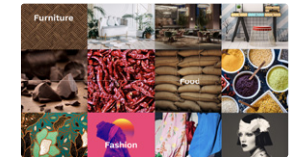
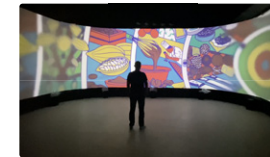


Dubai Global Connect
Investment Corporation of Dubai

Corporate site for Dubai's 1 million sq.m permanent showroom environment and wholesale market.
dubaiglobalconnect.com

Case study

End-to-end strategy, design and production of a giant 4,000 sq.m visitor centre for Dubai Global Connect.



Dubai Global Connect is a 1 million sq.m showroom environment and wholesale market, created by Investment Corporation of Dubai and set to open in 2026. We worked closely with the DGC team to bring their visitor centre life with a stunning interior design and a complete suite of marketing collateral, including films, digital tools and campaigns.



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