



SWISS DESIGN GROUP

Design & Execution Company — Riyadh, Saudi Arabia

ARCHITECTURE · INTERIOR DESIGN · BUILD · CONSTRUCTION · MEP · FIT-OUT · TURNKEY DELIVERY

Who We Are

Swiss Design Group is a professional design and execution company based in Riyadh, Saudi Arabia. We specialize in complete design-and-build solutions — from architectural and interior design to fit-out execution, MEP solutions, procurement, furniture manufacturing, and turnkey project delivery.

We serve clients across hospitality, residential, commercial, corporate, restaurant, retail, and landmark sectors — across Saudi Arabia, the GCC, and internationally.

25+

YEARS COMBINED EXPERTISE

7

CORE TEAM DISCIPLINES

4

STRATEGIC GLOBAL PARTNERS

40+

LANDMARK PROJECT INVOLVEMENTS

OUR FOUNDATION

Built on 25+ Years of Expertise

Swiss Design Group is a newly established company founded on the strength of over 25 years of combined professional expertise.

Our founding team brings deep, first-hand experience from some of the region's most prestigious hospitality, commercial, residential, and corporate projects.

We were formed to provide clients with one complete, reliable, and high-quality design and execution partner — from concept through to final handover.

OUR CORE TEAM

A Multidisciplinary Team

United by a commitment to design excellence and precise delivery.

01

Architecture & Design

Senior architects and interior designers with luxury project pedigrees across the GCC and beyond.

02

Engineering & Technical

Structural engineers and technical draftsmen delivering precise documentation and site coordination.

03

Project Management

Experienced project managers overseeing delivery, quality control, and cost performance.

04

Procurement & Fit-Out

Specialists in FF&E sourcing, joinery manufacturing, and premium fit-out execution.

WHAT WE DO

Complete Design & Execution Solutions

Swiss Design Group delivers complete design and execution solutions across the full spectrum of project types.

Luxury Hotels & Resorts

Private Villas & Residences

Corporate & Government

Restaurants & F&B

Retail & Mixed-Use

Landmark Developments

Strategic Alliance

Swiss Design Group operates within a global network of specialist partners — spanning consulting, manufacturing, MEP engineering, and large-scale execution — extending our capability far beyond a single office.

01

TIBURTECH

ROME, ITALY

Consulting & Project Management

02

NOWY STYL

POLAND

Furniture Manufacturing

03

AITCO

SAUDI ARABIA

Construction & Metal Works

04

MODERN STYLE

RIYADH, SAUDI ARABIA

MEP Engineering



STRATEGIC ALLIANCE

Tiburtech

Tiburtech is a strategic consulting company specializing in architecture, engineering, construction and project management, facility management, design, events, and IT.

Main base in Rome, Italy, built on over 40 years of partner experience, the companies support projects from feasibility and design to construction management and facility operations, delivering integrated and professional solutions locally and internationally.

Swiss Design Group is part of this global network.





MIXED-USE — MADINA · IN PARTNERSHIP WITH TIBURTECH, ITALY

Gold City — Madina

A large-scale mixed-use mall and hotel complex in Madina, developed in cooperation with our strategic alliance partner Tiburtech (Italy). The development brings together premium retail, hospitality towers, and landmark architecture within a single integrated destination — reflecting Swiss Design Group's role within Tiburtech's international project network.



STRATEGIC ALLIANCE

Nowy Styl

Nowy Styl Group, based in Poland, is one of Europe's leading and largest manufacturers of office and public-space furniture and hotel solutions.

As our trusted manufacturing partner, Nowy Styl supports us in delivering high-quality, durable, and ergonomic furniture with European standards, advanced production technology, and proven international experience.

Products supplied to more than 70 countries worldwide.



STRATEGIC ALLIANCE

AITCO

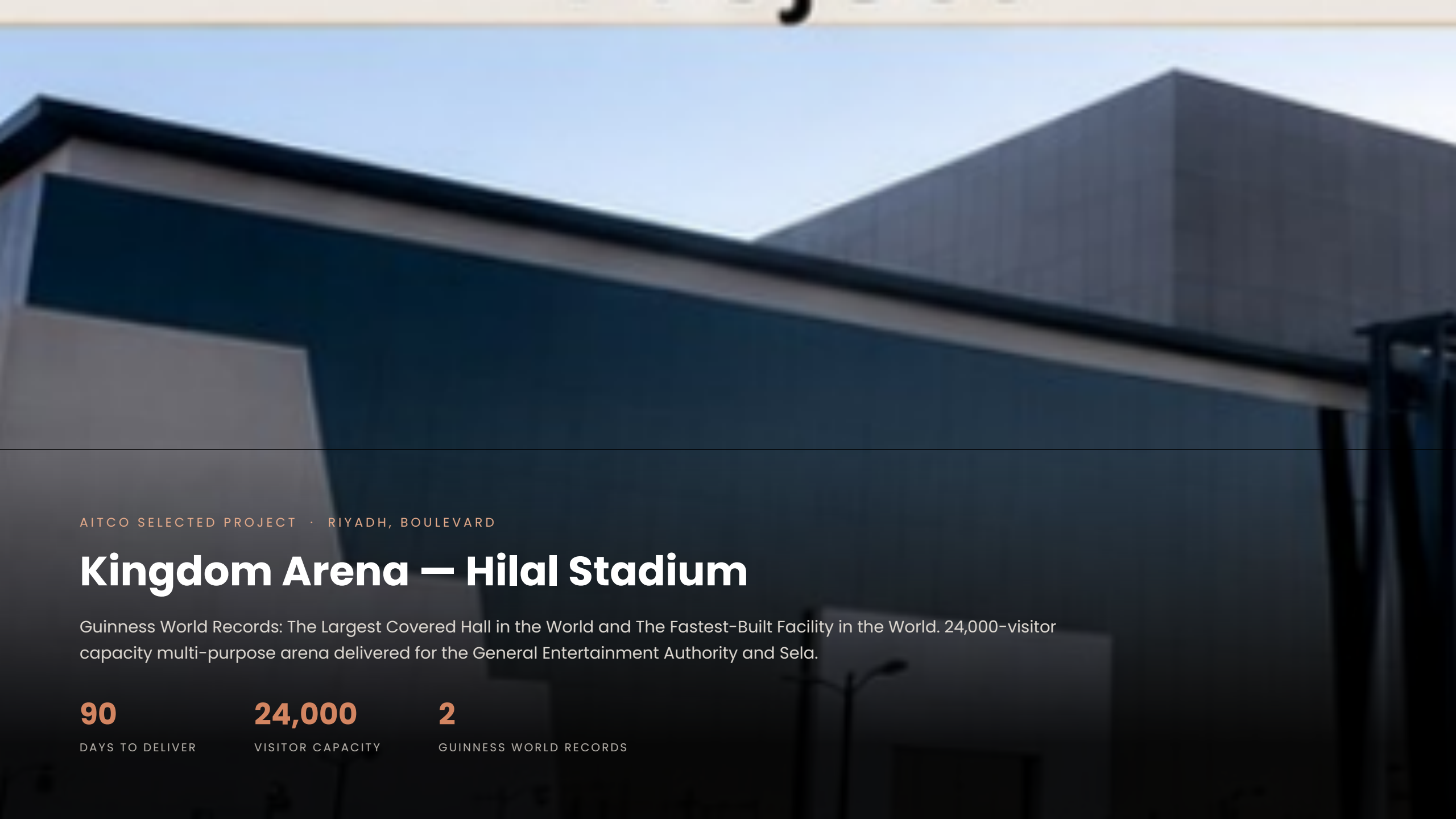
AITCO — Advanced International Trade Company for Industry and Contracting — is a Saudi limited liability company with a top-tier classification in construction projects and metal industries.

With an integrated network of factories, AITCO delivers large-scale construction, steel structure, aluminum, glass, doors, and metal works with quality, speed, and international standards.

As our Saudi partner, AITCO strengthens our local execution capability.

Proof of Scale

Record-setting mega-projects delivered by our Saudi execution partner — evidence of the scale our alliance can bring to a Swiss Design Group project.



AITCO SELECTED PROJECT · RIYADH, BOULEVARD

Kingdom Arena — Hilal Stadium

Guinness World Records: The Largest Covered Hall in the World and The Fastest-Built Facility in the World. 24,000-visitor capacity multi-purpose arena delivered for the General Entertainment Authority and Sela.

90

DAYS TO DELIVER

24,000

VISITOR CAPACITY

2

GUINNESS WORLD RECORDS

AITCO SELECTED PROJECT · JEDDAH

Jeddah Superdome

Guinness World Record: The Largest Columnless Dome in the World. Delivered for Sela in just 60 days — a landmark feat of structural engineering and speed of execution.

60

DAYS TO DELIVER

1

GUINNESS WORLD RECORD

—

LARGEST COLUMNLESS DOME

Construction, And Implementation Method.

AITCO SELECTED PROJECT · RIYADH

Wadi Laban Cable-Stayed Bridge

One of the largest cable-stayed bridges in the world and the first of its kind in Saudi Arabia in terms of design, construction, and implementation method. Delivered for the Royal Commission for Riyadh City.

1st

OF ITS KIND IN KSA

—

AMONG WORLD'S LARGEST

RCRC

CLIENT



STRATEGIC ALLIANCE

Modern Style

Modern Style Limited is a premier MEP (Mechanical, Electrical & Plumbing) solutions provider established in 2024 and headquartered in Riyadh, Saudi Arabia — covering HVAC, electrical, plumbing, fire & alarm systems, low-current systems, LPG installations, and civil & interior works.

Founded by Eng. Ahmed Sibai and Eng. Mustapha El Moghrabi (P.Eng., APEGS Canada), the firm brings over 15 years of hands-on MEP expertise and a BIM-driven, single-source delivery model across residential, commercial, and industrial sectors.

As our MEP partner, Modern Style powers the full mechanical, electrical & plumbing backbone of every Swiss Design Group project.

MODERN STYLE SELECTED PROJECT · AL MADINAH, KSA

Masar Badar

A large-scale heritage tourism village on the historic pilgrimage route between Madinah and Makkah — full MEP design, engineering, and installation across all buildings and site infrastructure, including a mosque, amphitheater, horse stables, and illuminated courtyards, delivered by Modern Style Limited.

100%

MEP SCOPE — DESIGN TO HANDOVER

—

MADINAH-MAKKAH PILGRIMAGE ROUTE

Ongoing

PROJECT STATUS

Design

Interior Design

Full design services from initial concept to detailed drawings, 3D visualization, and construction-ready shop drawings.

Fit-Out & Contracting

Precision interior execution with rigorous on-site supervision, quality benchmarking, and brand-standard compliance.

Architectural Design

Space planning, facade development, layout optimization, and comprehensive architectural documentation.

Hotel & Hospitality Design

Specialized hotel design meeting international brand standards — IHG, Radisson, Marriott, and beyond.

Delivery

FF&E, OS&E & Procurement

Complete furniture, fixtures, equipment, and operating supplies sourcing — globally and locally, on time and on budget.

Turnkey Project Delivery

One integrated team from concept to final handover — design, procurement, execution, and commissioning under a single contract.

Furniture & Joinery Manufacturing

Custom millwork and bespoke furniture crafted for hotels, offices, and luxury residences — designed and manufactured in-house.

Construction Coordination

End-to-end site management, cost control, contractor coordination, and uncompromising quality assurance.

OUR MISSION

Mission

To deliver high-quality design and execution solutions for hospitality, residential, commercial, and corporate projects — through creativity, technical excellence, reliable procurement, and professional project delivery.

OUR VISION

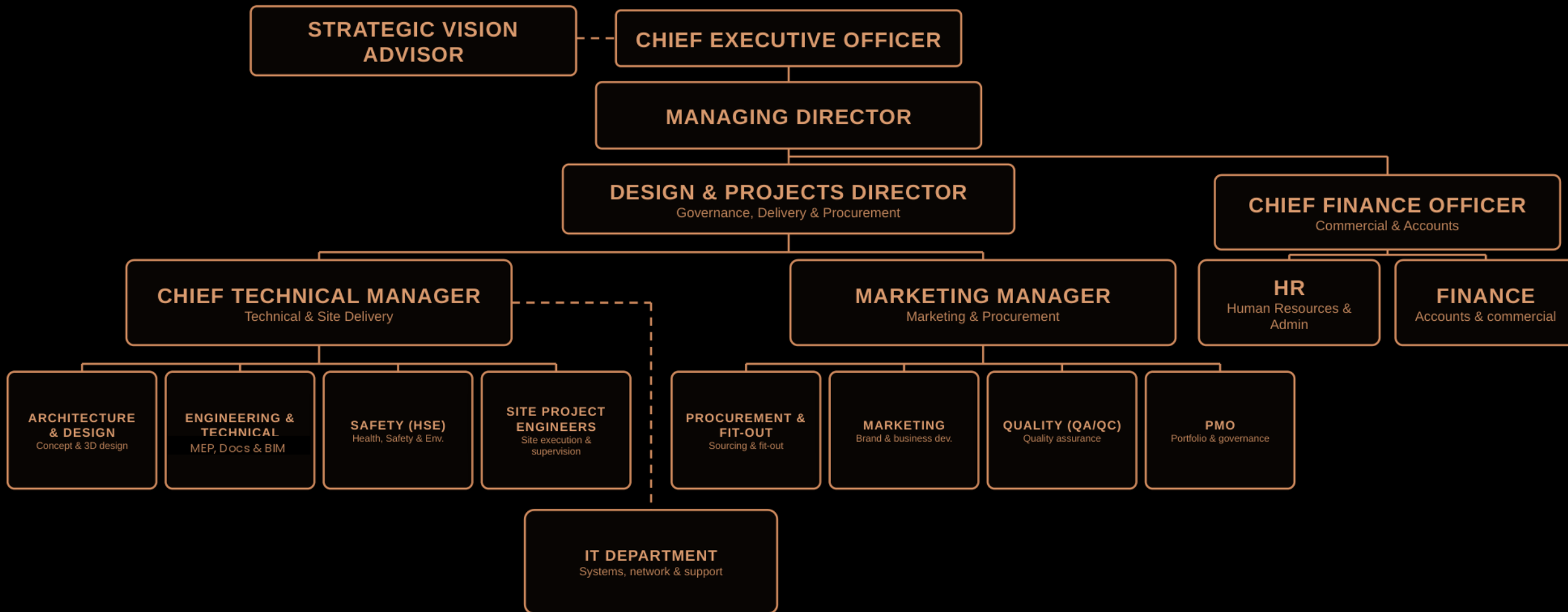
Vision

To become Saudi Arabia's most trusted design and build company — recognized for luxury interiors, hospitality design, FF&E manufacturing, fit-out execution, and complete turnkey project solutions across the Kingdom and internationally.

SWISS DESIGN GROUP

DESIGN & BUILD COMPANY · RIYADH, SAUDI ARABIA

ORGANIZATIONAL CHART



STRATEGIC ALLIANCES: TIBURTECH (Rome, Italy) · NOWY STYL (Poland) · AITCO (Saudi Arabia) · MODERN STYLE (MEP), K.S.A.

Office 108, 1st Floor, Abdul Latif Complex, Al-Tahliah Street, As Sulimaniyah, Riyadh, KSA

Hospitality — Hotels & Resorts

22 LANDMARK HOTEL & RESORT PROJECTS

VOCO Al Khobar (IHG)
VOCO Hotel Riyadh
Radisson Blu Al Sahafa Riyadh
Radisson Blu Jeddah
Executive Hotel Riyadh
Movenpick Hotel Al Qassim
Crowne Plaza Riyadh
Holiday Inn Al Khobar
Kempinski Hotel
Emaar The Views Baylasun
Al Jubail Hotel
Warwick Taif Hotel

&NBSP;
Abha Hotel
Malham 4-Star Hotel Riyadh
Azus Hotel Jeddah
Casablanca Hotel Jeddah
Charli Hotel Jeddah
Al Diafa Hotel
Nowy Styl Hotel Poland
Hotel Concept For Al Ula
Prefab Hotel Room Concept

Resorts & Leisure / Residential

RESORTS & LEISURE

Al Baha Resort Village

Resort Villas Malham

Top Gun Theme Park Riyadh

The Lagoon Madina

The Souk Madina

Madina River Project

The Resort Madina

Charli Hotel Rooftop Restaurant

Emaar Bay La Sun

A Tower Jeddah

RESIDENTIAL

Al Rajhi Private Villa

Al Obeidi Private Villa

Al Sudees Private Villa

Villa Ad'Or Amman Jordan

Duplex Residential — Andalusia Style

Private Chalets Projects

Ekresh Chalets

Khobar & Madina Apartment Buildings

Corporate, Offices, Restaurants & Landmark

OFFICES & GOVERNMENT

ECZA Office Riyadh

MOJ Office Supreme Court

Enova Office Jeddah

Airbus Defence and Space Riyadh

Redington International

Private VIP Government Offices

RESTAURANTS, RETAIL & LANDMARK

Green Falafel Riyadh

Dar Salma Riyadh

Jeddah Balad Bay View Mall

Swiss Plaza Jordan — 2,700 sqm Turnkey

Adhan Tower Yemen

Brunei Tower KBBB Brunei 2035

Jeddah Tower & Al Ula Project

Rawabi Farah

Selected Highlights

A closer look at landmark design and execution projects from across our portfolio.



RESIDENTIAL DEVELOPMENT · DAMMAM · PROJECT STUDY — ONGOING

300 m² Villa — Dammam Housing Development

An ongoing design study for a repeatable 300 sqm villa typology for a multi-unit housing development in Dammam. The concept explores clean ivory-toned facades, layered massing, and warm architectural lighting to create a cohesive, contemporary streetscape suited to large-scale residential rollout while keeping each home distinct and elegant.



HOSPITALITY — ASIR REGION

Abha Hotel

Hotel interior design for Abha — a fresh mountain-city aesthetic with warm natural tones, premium guest rooms, resort-style landscaped amenities, and a design concept that celebrates Abha's unique highland identity and Saudi cultural heritage.



LANDMARK ARCHITECTURE — YEMEN

Adhan Tower — Yemen

Landmark tower architectural design involvement for Adhan Tower Yemen — a distinctive mixed-use high-rise featuring contemporary tower architecture, premium commercial floors, hotel rooms, and a dramatic skyline presence.



RESORT — AL BAHA REGION

Al Baha Resort Village

A landmark resort village in the mountains of Al Baha — traditional Saudi-inspired stone architecture integrated with contemporary luxury hospitality design, landscaped terraces, and panoramic mountain retreat amenities.



HERITAGE HOSPITALITY — AL ULA

Al Ula Hotel

Hotel interior design for Al Ula — integrating the historic heritage landscape of Saudi Arabia's most iconic cultural destination with luxury contemporary hospitality design and an authentic Al Ula design narrative.



ARCHITECTURE

Architectural Design & Documentation

Space planning, facade development, layout optimization, and comprehensive architectural documentation delivered across our hospitality, residential, and commercial portfolio.



INTERNATIONAL LANDMARK — BRUNEI 2035

Brunei Tower — KBBB Brunei 2035

Design involvement in the prestigious Brunei Tower — a landmark international development forming a centerpiece of Brunei's 2035 national vision, featuring premium hotel, residential, and commercial components.



LUXURY RESIDENTIAL

Private Villas & Chalets

Luxury private villa and chalet interior design — bespoke grand reception halls, master suites with premium marble bathrooms, custom joinery, and handcrafted finishes for elite Saudi residential clients.



LANDMARK — JEDDAH

Jeddah Corniche Development

Design involvement in Jeddah's iconic Corniche development — a landmark mixed-use waterfront project combining premium retail, signature F&B, entertainment, and public promenade along Jeddah's historic coastline.



GOVERNMENT & CORPORATE — RIYADH

ECZA Offices — Riyadh

Interior design and fit-out for the Economic Cities and Special Zones Authority — executive boardrooms, open-plan government workspaces, VIP reception areas, and premium government-grade finishes.



LUXURY HOSPITALITY — EMAAR

Emaar The Views & Bay La Sun

Interior design for Emaar's The Views Baylasun and Bay La Sun — contemporary luxury hotels featuring panoramic views, branded residences, resort-level amenities, and world-class Emaar-standard hospitality.



HOSPITALITY — RIYADH

3-Star Hotel Riyadh

A complete interior design and fit-out project — 150+ contemporary rooms, lobby, business center, restaurant, meeting rooms, and hotel-standard finishes delivered efficiently and professionally.



RETAIL & CULTURE — JEDDAH

Balad Bay View Mall

A landmark mixed-use waterfront retail destination in Jeddah — combining premium retail, signature F&B, entertainment, and public promenade along the city's historic and vibrant coastline.



HOSPITALITY — EASTERN PROVINCE

Al Jubail Hotel

Interior design involvement for Al Jubail Hotel — business-class rooms, executive floors, lobby, restaurant, and meeting facilities serving Saudi Arabia's industrial capital.



ULTRA-LUXURY HOSPITALITY

Kempinski Hotel

Ultra-luxury interior design involvement — grand marble lobby with soaring ceilings, signature fine-dining restaurant, premium ballroom, infinity pool terrace, and handcrafted European luxury finishes.



WATERFRONT LEISURE — MADINA

The Lagoon Madina

A premium waterfront leisure and hospitality destination featuring resort pool amenities, promenade retail, F&B dining terraces, distinctive pavilion architecture, and a curated family leisure experience.



HOSPITALITY — RIYADH

Malham 4-Star Hotel Riyadh

Complete interior design and fit-out — 150+ contemporary rooms, lobby, business center, restaurant, meeting rooms, and hotel-standard finishes delivered on schedule.



DUPLEX RESIDENTIAL DESIGN

Andalusia Style — Minimalist Modern

A duplex residential design finished in Andalusia style with a minimalist modern sensibility — hand-crafted plasterwork ceilings, hand-painted mosaic zellige tiles, carved wooden screens, and clean contemporary detailing throughout.



5-STAR HOSPITALITY

Radisson Blu — Al Sahafa & Jeddah

Full interior design and fit-out for Radisson Blu properties — luxury rooms and suites, executive floors, grand lobbies, signature restaurants, and premium European-standard finishes throughout.



LUXURY RESIDENTIAL

Luxury Residential Interiors

Contemporary luxury apartment interior design and fit-out — bespoke master suites, designer marble bathrooms, custom kitchens, and premium finishes delivering a complete luxury living experience.



RESORT RESIDENTIAL

Resort Villas — Malham

Premium resort villas at Malham — Saudi mountain vernacular architecture with modern luxury interiors, stone feature walls, timber-beamed ceilings, and a seamless indoor-outdoor living experience.



F&B DESIGN

Signature Restaurants & F&B

Signature dining concepts and rooftop restaurants — panoramic views, theatrical lighting, bespoke bars, and a sophisticated F&B atmosphere designed to become standout destinations.



RETAIL & CULTURE — MADINA

The Souk — Madina

A contemporary retail and cultural destination blending traditional Arabic souk character with modern commercial design — arched corridors, ornamental detailing, and an elevated shopping experience.



ARCHITECTURE — AMMAN, JORDAN

Swiss Plaza — Amman, Jordan

Exterior architecture and commercial building design for Swiss Plaza Jordan — a 2,700 sqm turnkey development with a bold contemporary facade and Swiss-inspired geometric design language.



ENTERTAINMENT & LEISURE — RIYADH

Top Gun Theme Park Riyadh

A large-scale entertainment and leisure destination featuring immersive themed zones, high-energy attraction design, retail and F&B outlets, aligned with Saudi Arabia's expanding entertainment economy.



LUXURY RESIDENTIAL — JORDAN

Villa Ador & Swiss Private Villa

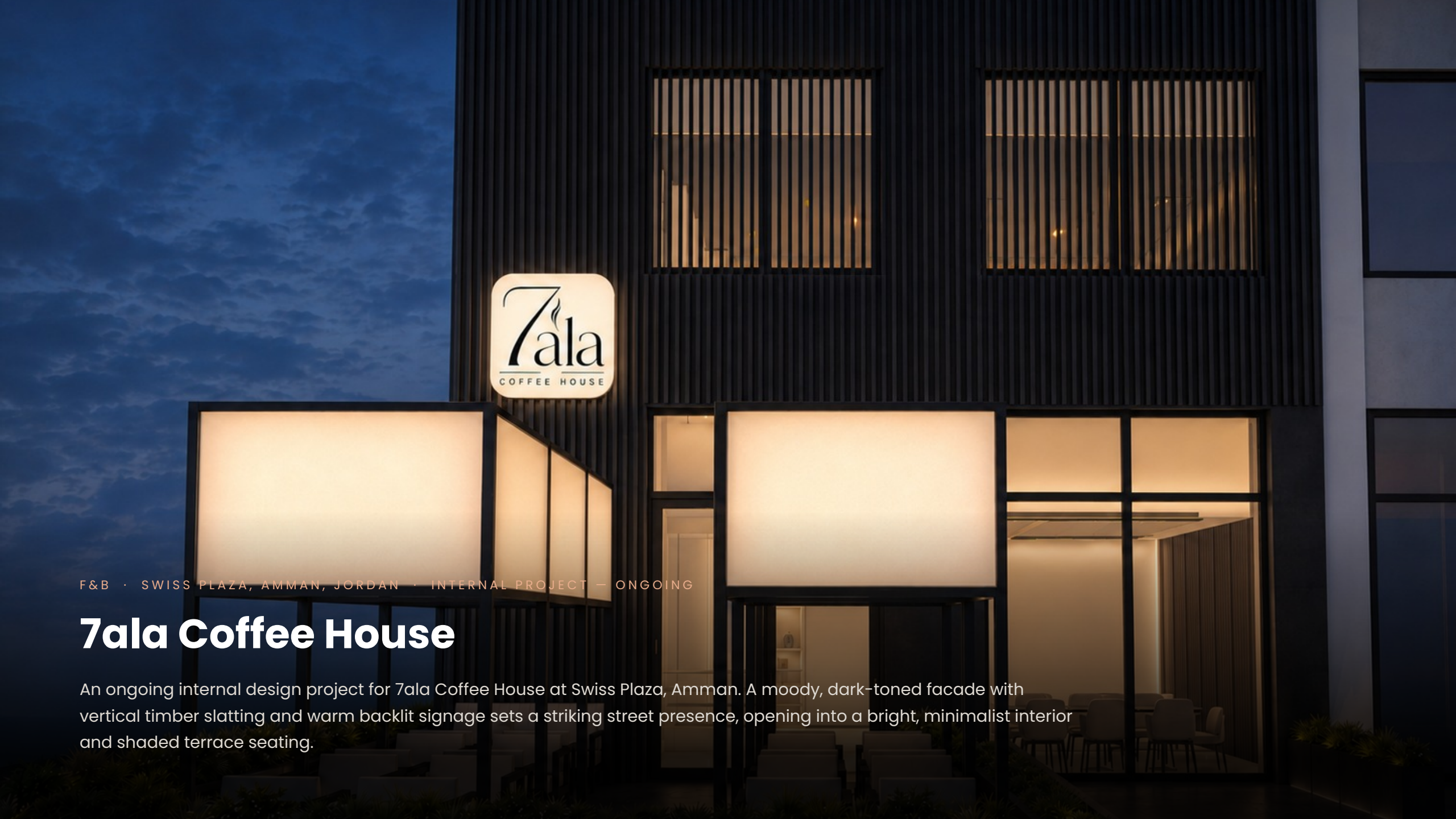
Complete luxury interior design and fit-out for high-profile Jordanian clients — grand double-height reception halls, master suites, premium marble finishes, and custom furniture throughout.



LUXURY HOSPITALITY — TAIF

Warwick Taif Hotel

Interior design and fit-out for a luxury mountain-city hotel featuring premium rooms and suites, spa and wellness center, and refined finishes complementing Taif's stunning natural highland setting.



F&B · SWISS PLAZA, AMMAN, JORDAN · INTERNAL PROJECT — ONGOING

Zala Coffee House

An ongoing internal design project for Zala Coffee House at Swiss Plaza, Amman. A moody, dark-toned facade with vertical timber slatting and warm backlit signage sets a striking street presence, opening into a bright, minimalist interior and shaded terrace seating.

LET'S BUILD TOGETHER

Your Complete Design & Execution Partner

From Concept to Completion

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