

BRINGING LIFE TO YOUR PLACE



We share your passion for creating authentic and iconic places where emotions come alive.



# WHAT WE DO: DESIGN & BUILD



## WE UNDERSTAND

We listen, visit, we feel and analyze each location to understand its unique needs and adapt our strategy designs to your place.



## WE DEVELOP

We develop unique, captivating spaces by integrating strategic storytelling with advanced design technology.



## WE DESIGN

We create stunning spaces by blending strategic storytelling with cutting-edge design and research to deliver wow-factors.



## WE EXECUTE

We execute, manufacture, install, and activate spaces with precision and creativity.

# LEISURETHINKING

Our unique approach to every project is what sets us apart, bringing your place to life. Here are the steps we take to make it happen.

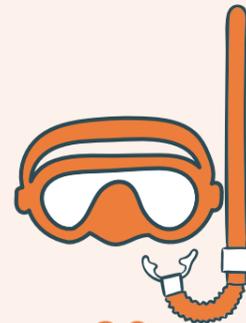


**01**

**Listen, Visit  
& Analyze**



First of all, we listen to the client's concerns, visit the location to understand its dynamics, identify areas for improvement, create hot spots, and establish anchors to enhance the overall experience.



**02**

**Research, Strategy  
& Storytelling**



Next, we dive into each project, highlighting its strengths and defining areas that need improvement. We then craft a strategic plan and come up with a unique story that the community can connect and identify with.



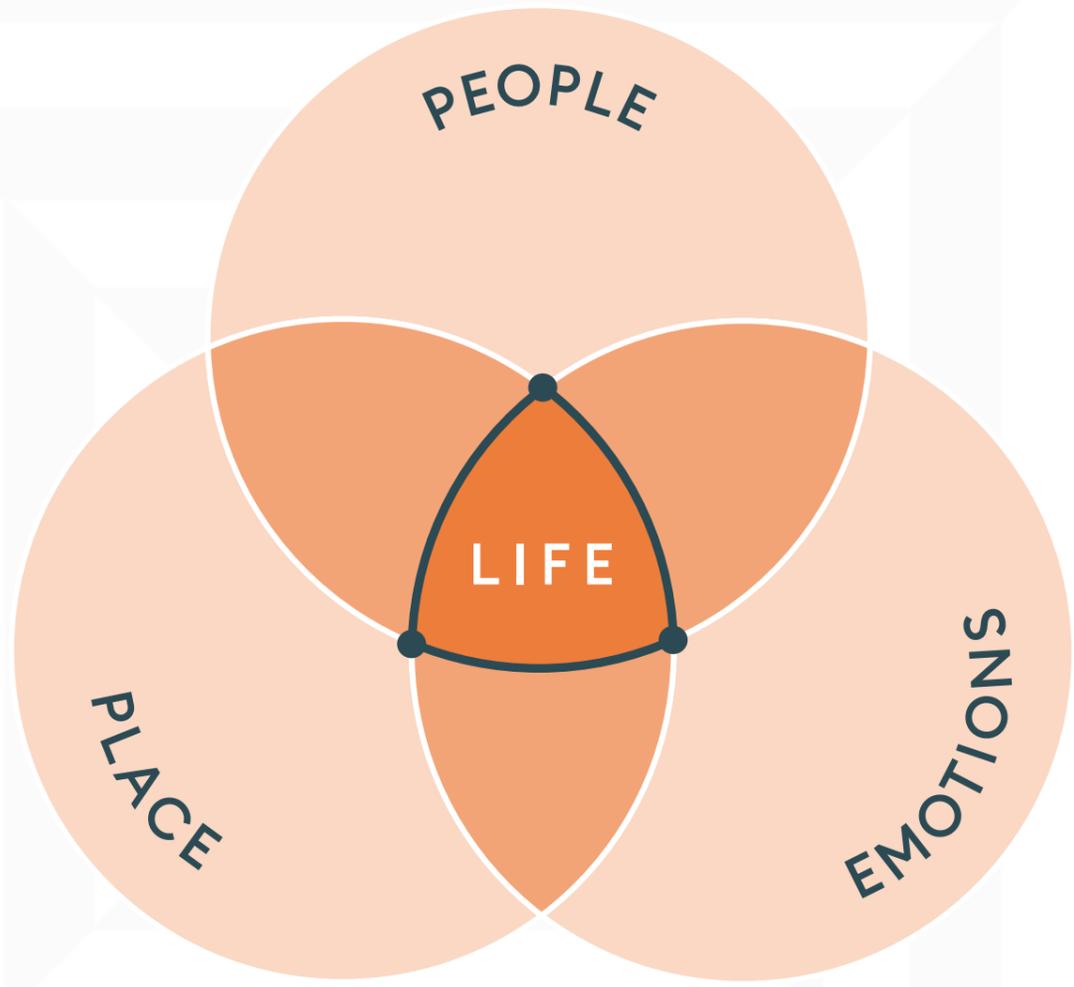
**03**

**Ideation  
& Initial Vision**



We then brainstorm and develop a creative leisure strategy with an initial vision. This vision outlines our proposed ideas and direction, which we present to the client to ensure alignment and gather feedback.

# OUR THREE PILLARS



Three human icons (two men and one woman) + three building icons + three heart icons = LIFE

Merging the local community needs with the objectives of the asset owner, gives leisure a unique personality.

## PEOPLE

Human interaction shapes our spaces and daily lives, requiring elaborate engagement with local communities.

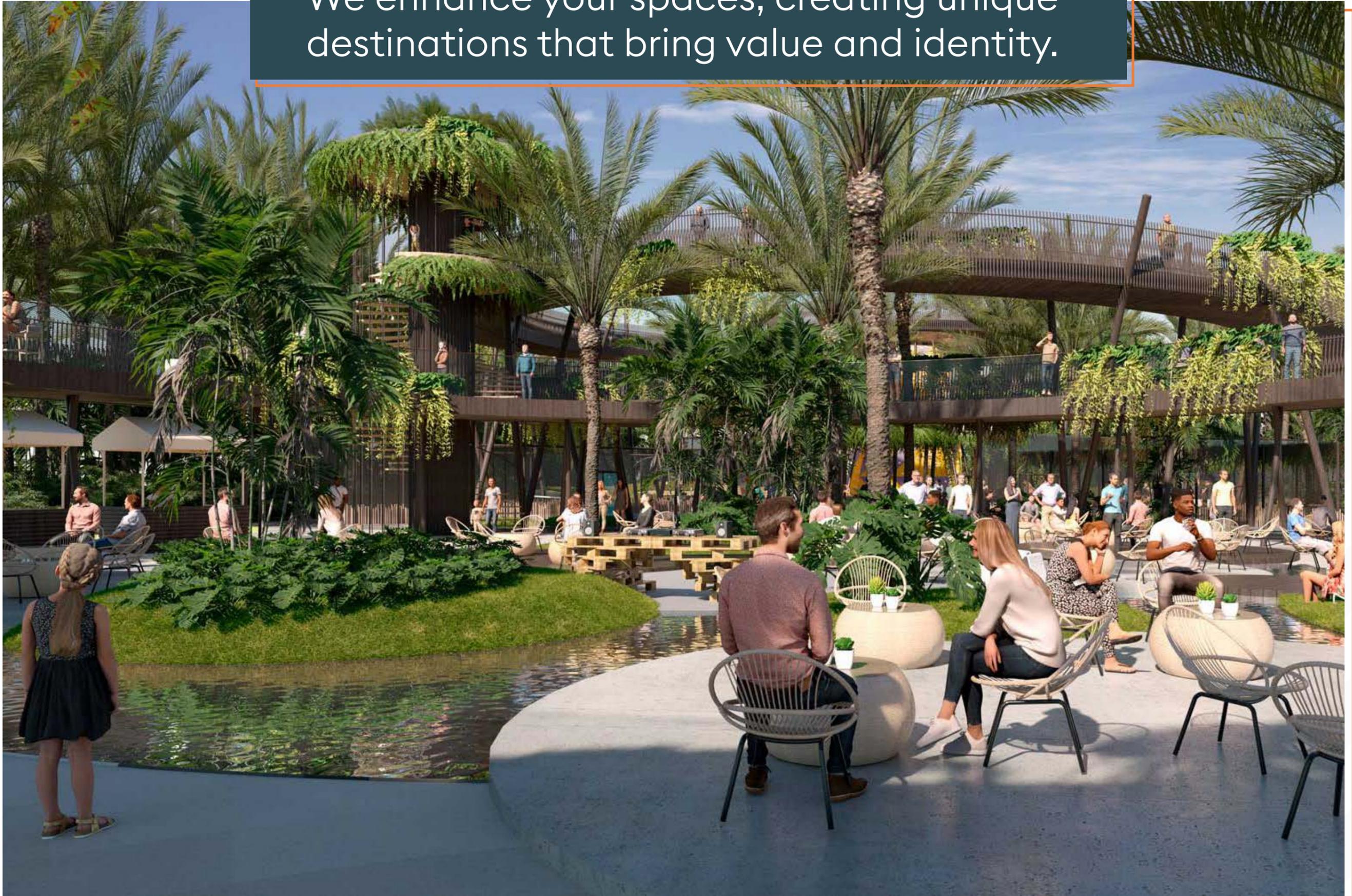
## PLACE

Creating adaptable spaces that evolve with the changing needs of contemporary societies is essential.

## EMOTIONS

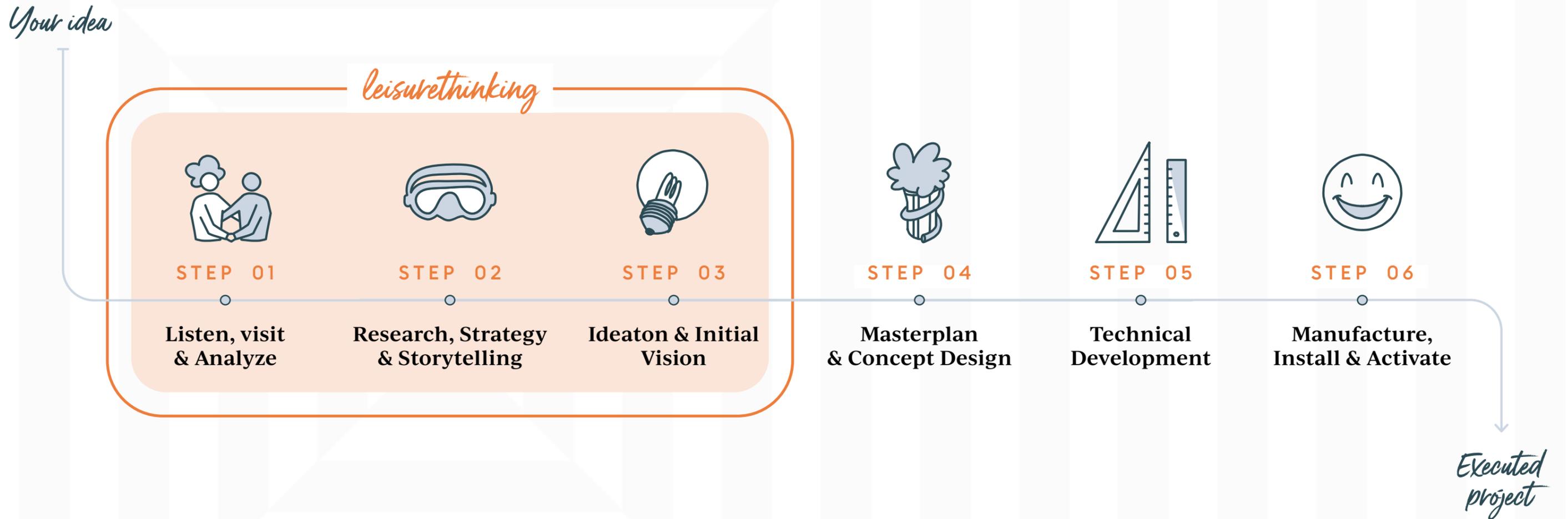
Leisure is an emotional state of mind, and a catalyst when people and places interact with their surroundings.

We enhance your spaces, creating unique destinations that bring value and identity.

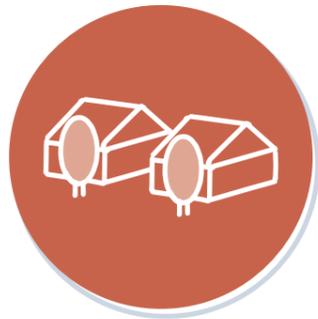


# WORKFLOW

From an idea to the final result, this is our value proposition



# OUR SECTORS



***Residential  
Communities***



***Public Spaces  
& Urban Parks***



***Educational  
& Work Spaces***



***Tourism  
& Hospitality***



***Shopping  
Centers***



***Food  
Courts***



***Mixed  
Use***



***FECs  
& Play Areas***

With over 10 years of design experience, we offer world-class expertise across a wide range of industry sectors. Our team brings a deep understanding of industry trends, delivering

innovative solutions that drive success and create lasting impact. From concept development to final execution, we partner with our clients to ensure every project achieves its full potential.

# BRINGING VALUE TO YOUR ASSET

Guided by our legacy, we strive to deliver emotionally valuable spaces that elevate the overall value of your real estate assets.

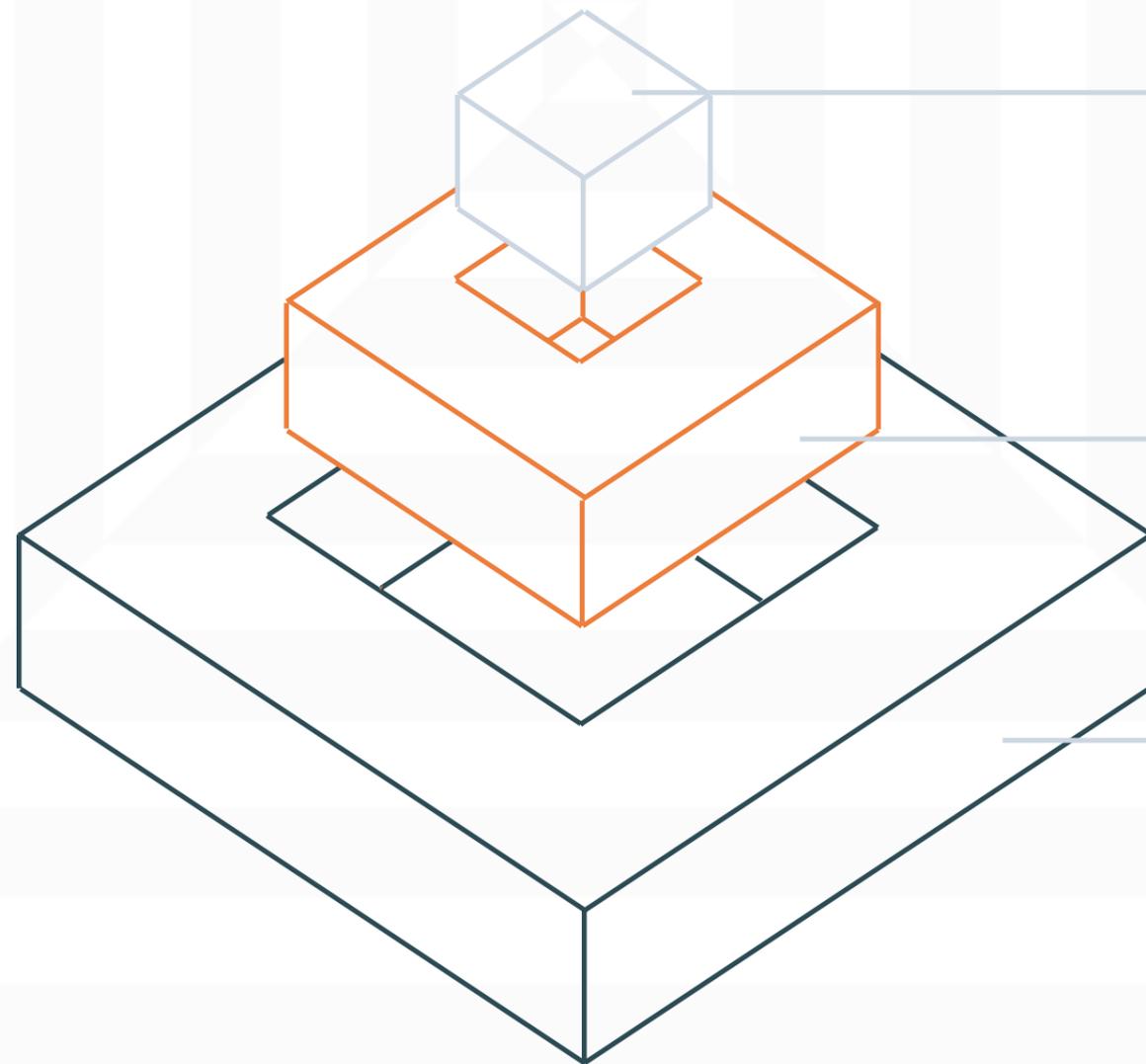
Transforming places into cheerful and vibrant spaces by designing projects that exude a deep charisma.

From your initial vision to our meticulous implementation, we operate at the intersection of people, place, and emotions, bringing life to spaces.



# HOLISTIC APPROACH

This approach ensures that all project layers fit and interact together, delivering sustainable solutions and enhancing the overall quality of life.



## BUSINESS LAYER

Brand analysis, operational understanding, market differentiation, user-centric design, revenue generation

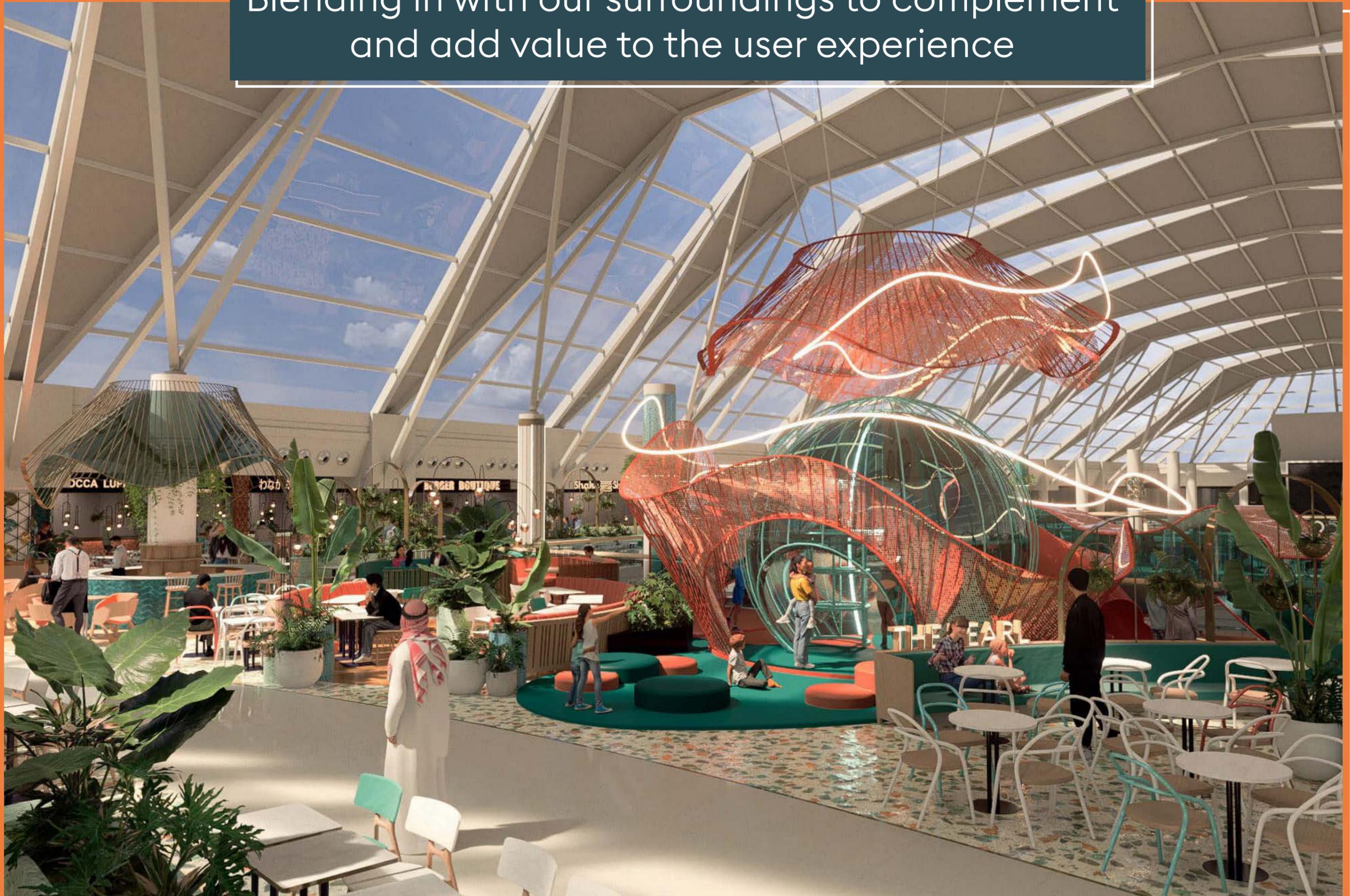
## EMOTIONAL LAYER

Leisure strategy, behavioural design, storytelling, experience mapping and customer journey

## SOCIAL & SPATIAL LAYER

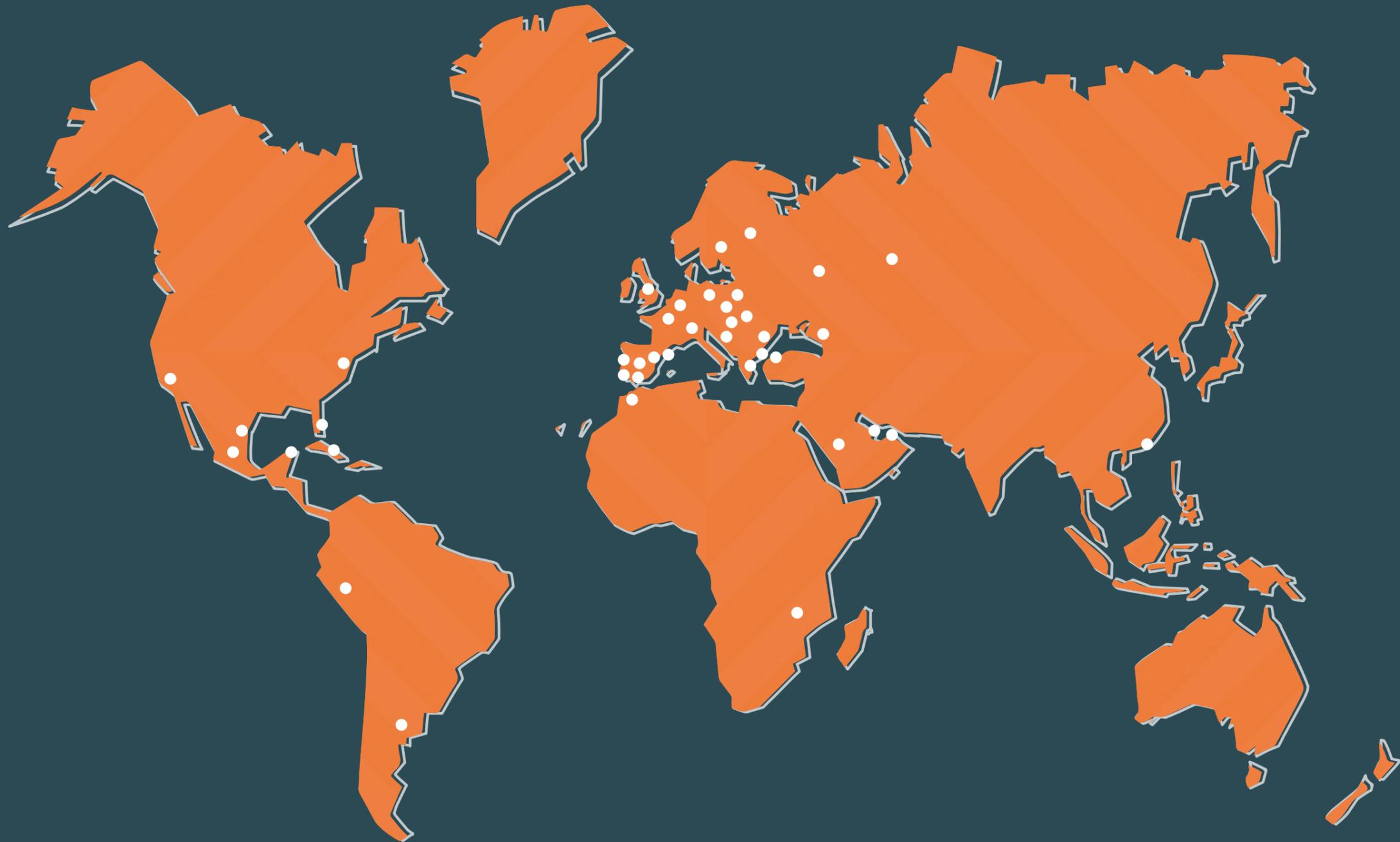
Architecture and urban planning, interior and lighting design, landscape design, engineering, construction and installation

Blending in with our surroundings to complement and add value to the user experience



# WORLDWIDE

A global presence, with projects executed in over 30 countries. We work hand in hand with our clients anywhere in the world, from start to finish.



# OUR SERVICES

Our expertise extends throughout the entire process, from idea to installation, ensuring a seamless journey from concept to completion. We specialize in creating tailored solutions that meet the unique needs of each project.



Placemaking



Masterplanning



Leisure Architecture



Project Management



Interior Design



Leisure Strategy



Lighting & Digital Experience



Construction Planning & Cost Estimation



Leisure Landscape



Engineering & Development



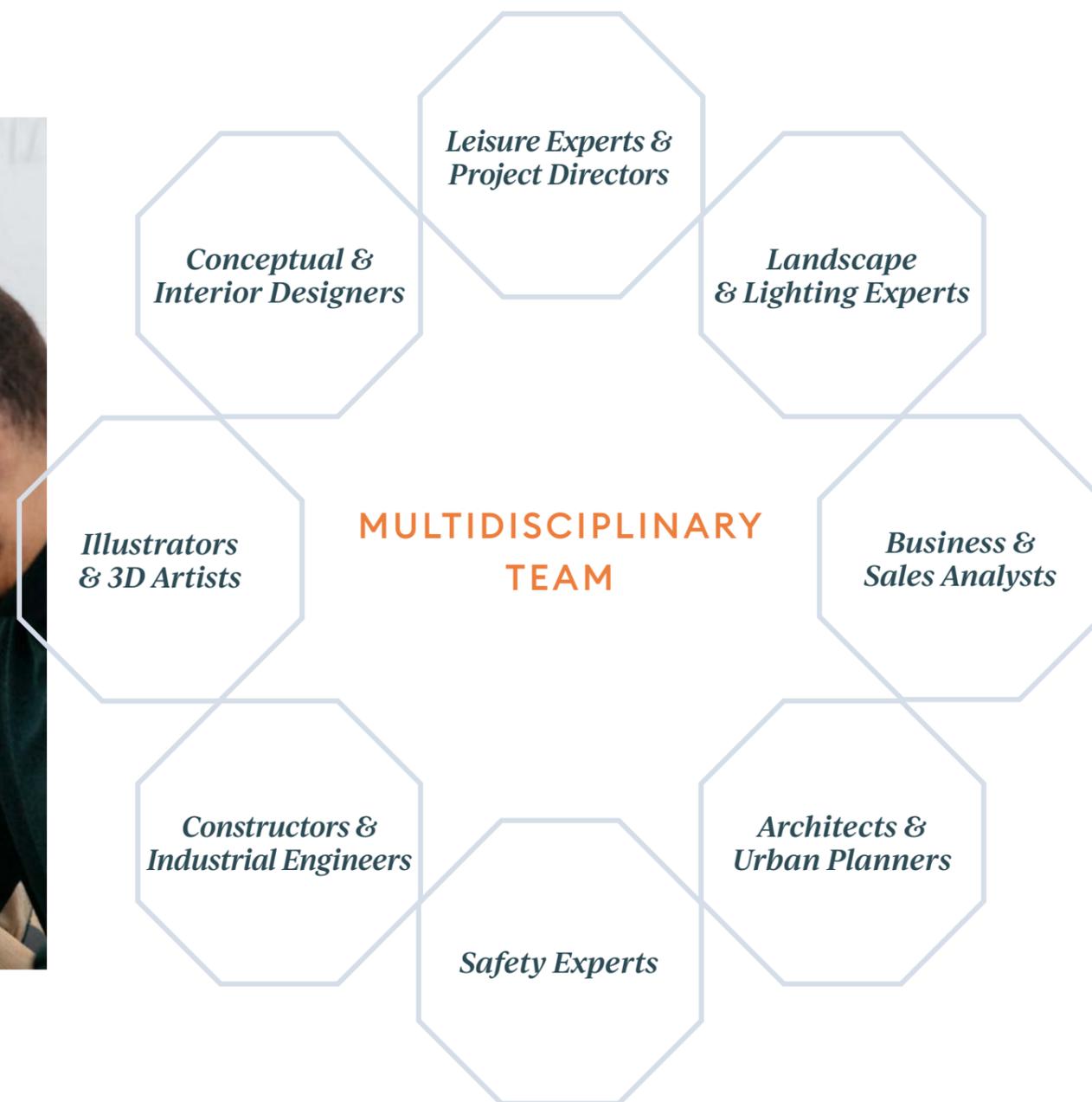
Manufacturing



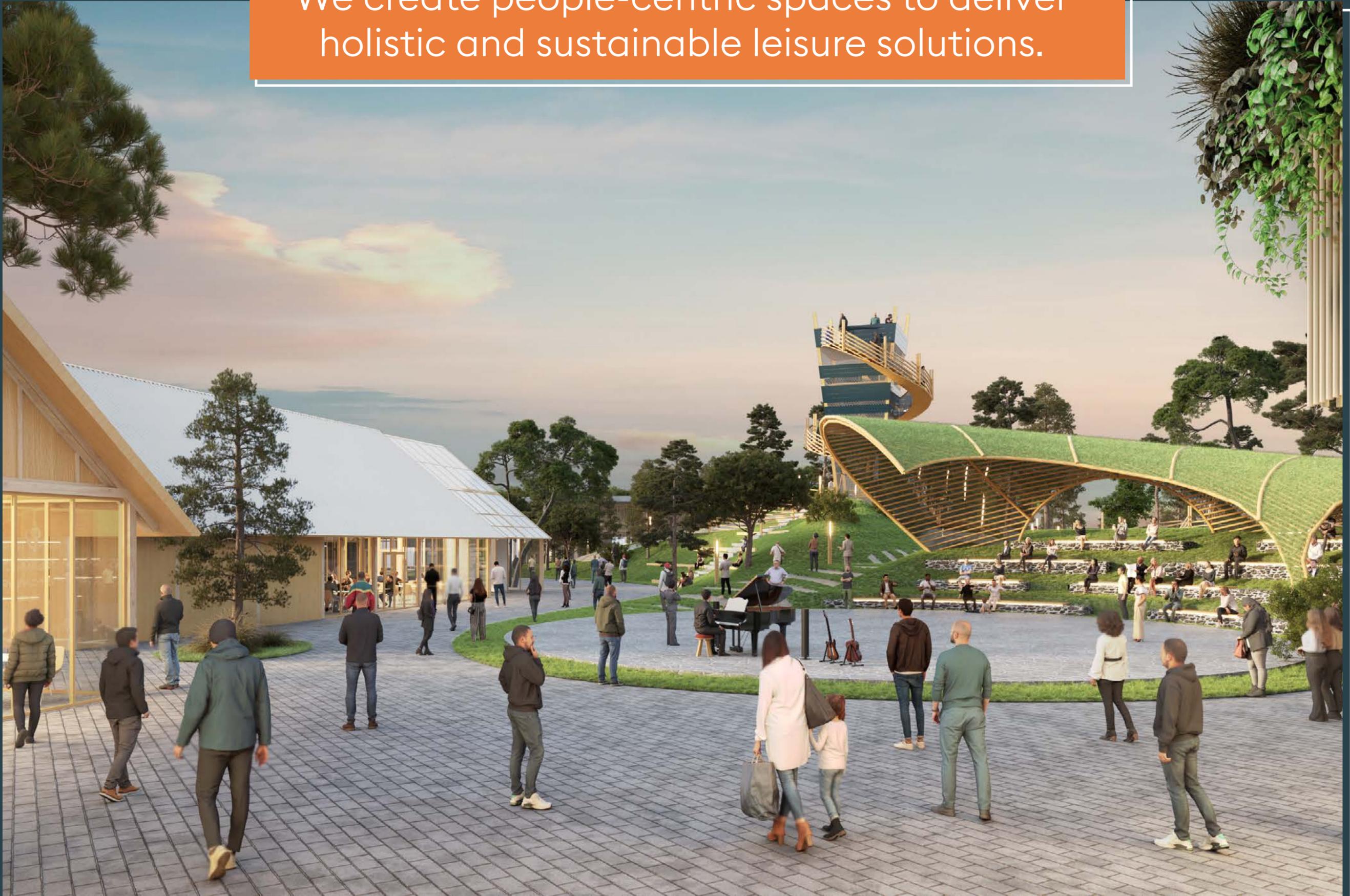
Installation & Activation

# TEAM OF LEISURE EXPERTS

A multidisciplinary, international team of leisure architects, creative thinkers, engineers and contractors blending together technical, emotional and business expertise.



We create people-centric spaces to deliver holistic and sustainable leisure solutions.



# Puerto Venecia

**AREA**  
2.000 sqm

**DATE**  
2023

**N° OF VISITORS**  
10.000 per day

**LOCATION**  
Zaragoza, Spain

**ROLE**  
Strategy, concept design, technical development, manufacturing, installation

El Manantial is a new outdoor family area in a commercial environment that activates and enhances the outdoor customer journey by integrating a unique leisure solution that complements the existing offer.

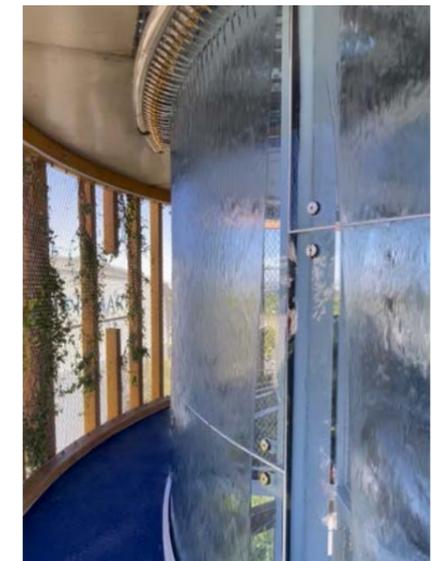
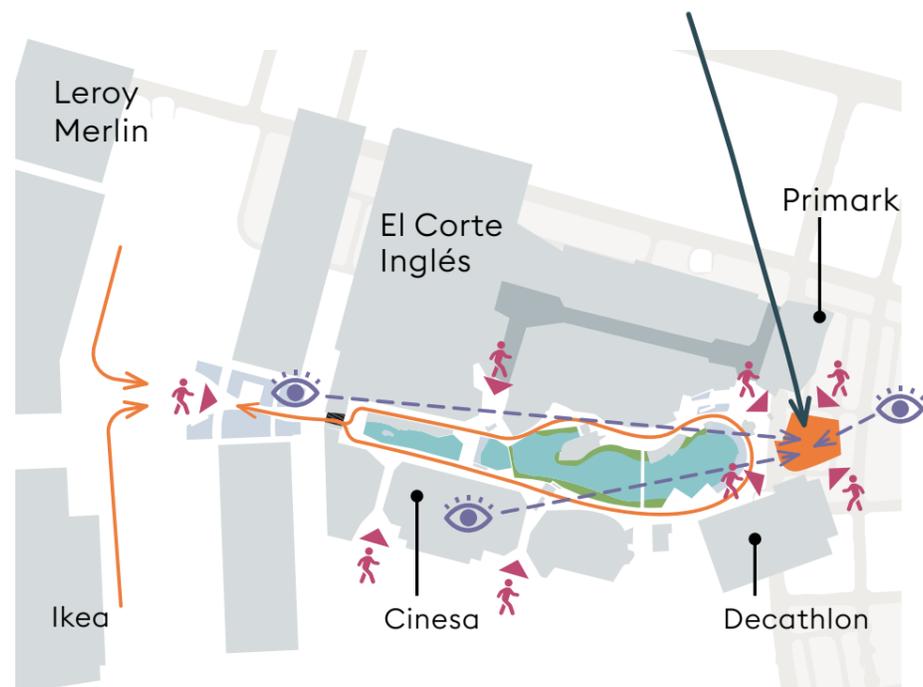
*A journey along the lake that redefines family leisure time.*



The strength of the integrated concept of Shopping and Leisure definitively modified the models on which the sector was based, leaving a landmark in the history of shopping centres.

Located at one end of the plot, our intervention is part of the main natural axis of the commercial center of Puerto Venecia. The goal was to transform it into an exciting outdoor family area that extends the leisure experience, bringing new ingredients that boost the pedestrian flow and make the area part of the story and daily life.

## INTERVENTION AREA



# The Village

**AREA**  
Global intervention

**DATE**  
2023

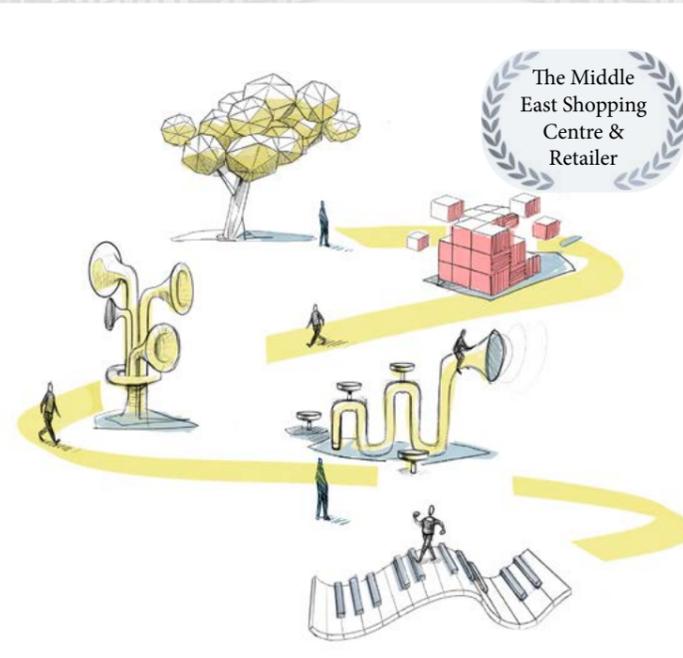
**N° OF VISITORS**  
8.000 per day

**LOCATION**  
Jeddah (Saudi Arabia)

**ROLE**  
Strategy, concept design, technical development, manufacturing, installation

the leisureway was focused on creating a pleasant indoor and outdoor environment for socializing, relaxation, and entertainment, by reinforcing the leisure offer for the entire public in general and for families more specifically at the mall.

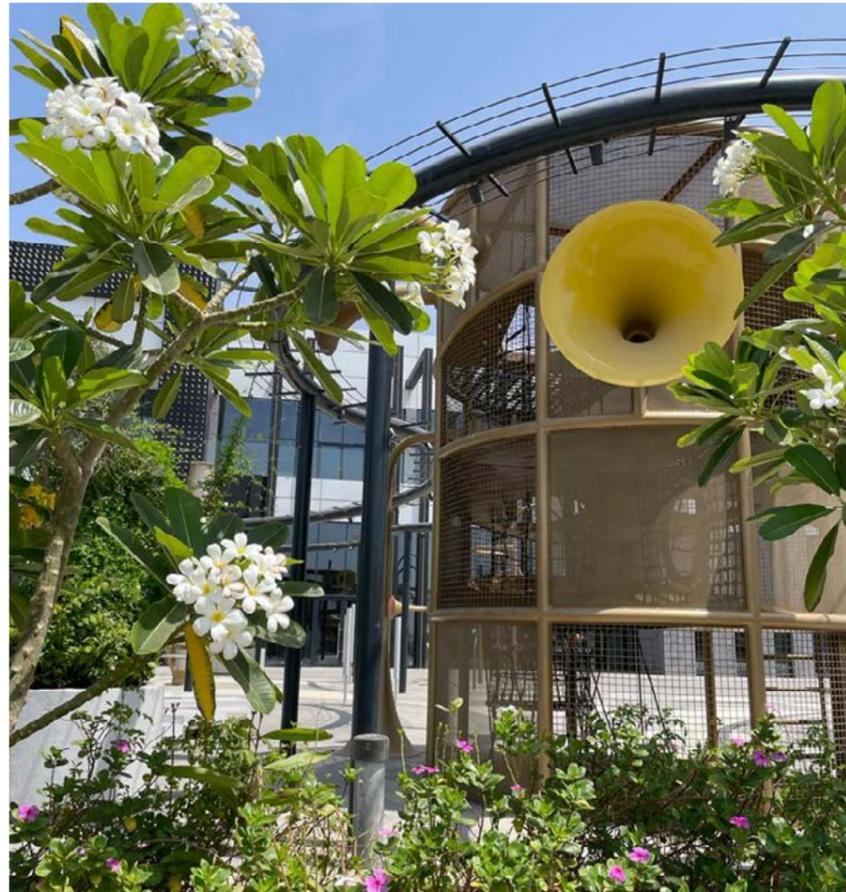
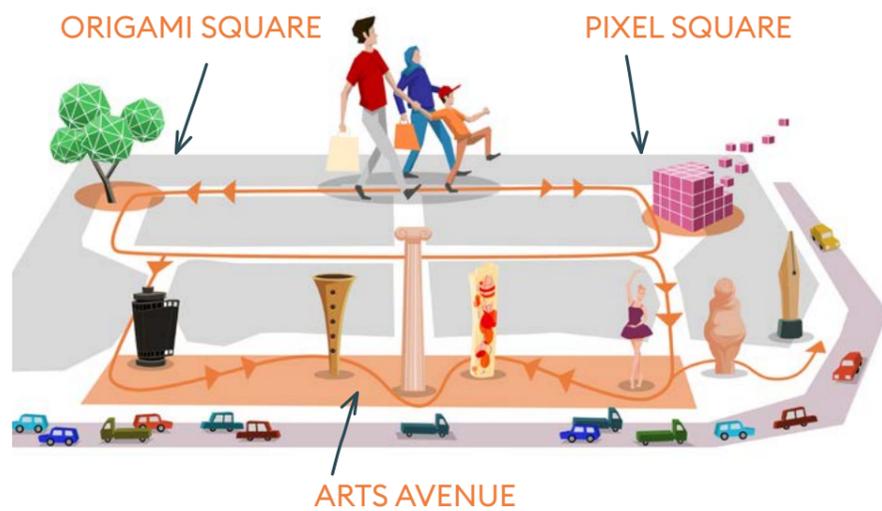
*Creating an artistic and playful customer journey to conquer everyone's heart*



theleisureway decided to transform the empty outdoor space into an art district full of life and movement, inspired by the 7 traditional arts: Music, Painting, Cinema, Architecture, Sculpture, Literature, and Dance.

In order to create the perfect transition between outdoor and indoor areas, theleisureway proposed an immersive experience with art and nature as a source of inspiration. This way, users will journey through the four seasons in the corridors and be taken away in an artistic environment in the atriums.

## INTERVENTION AREA



# Donau Zentrum

**AREA**  
290 sqm

**DATE**  
2016

**N° OF VISITORS** 50.000 kids per month  
**LOCATION** Vienna (Austria)

**ROLE**  
Strategy, concept design, technical development, manufacturing, installation

The aim was to provide the client with a family experience and Wow Effect inside the mall. The leisureway built an iconic element, known as *The Tree of Life* which consists of a playground within and around a nature-inspired tower.

Creating a leisure connection through a iconic element.

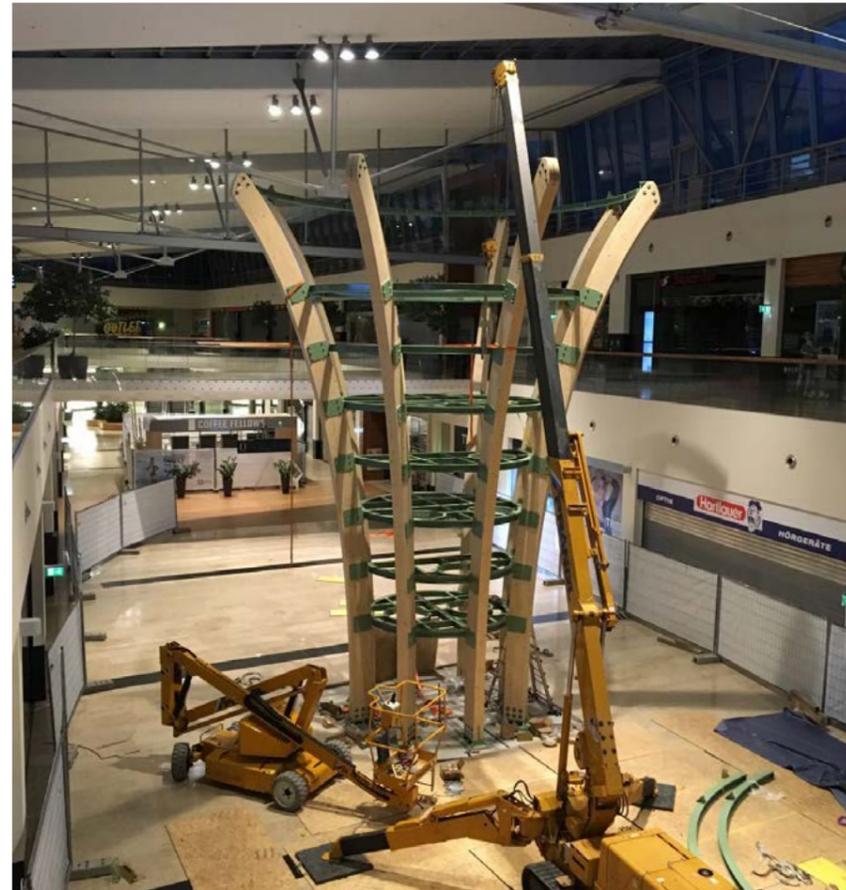
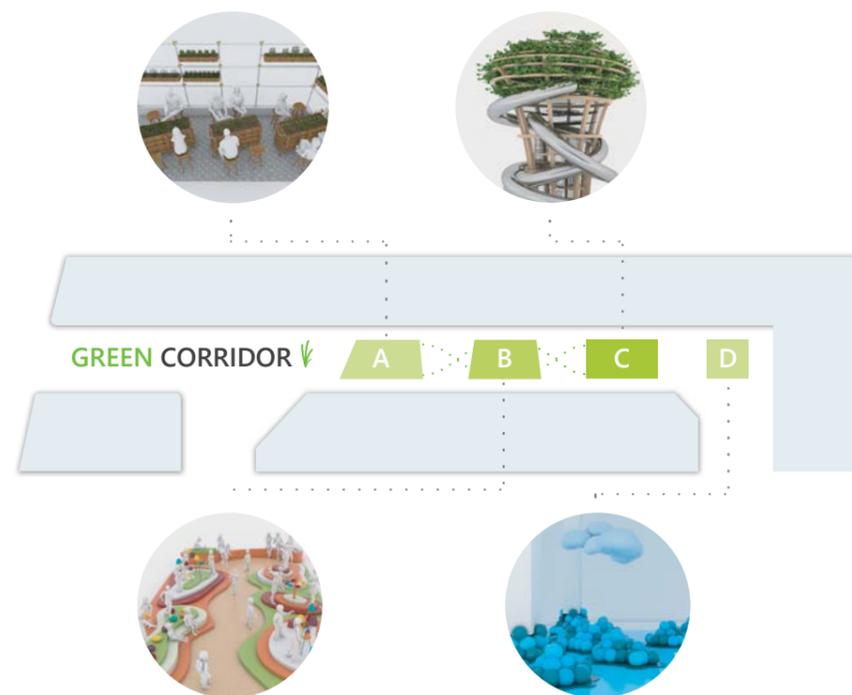


The Donau Zentrum journey surprises and amuses families as they discover the urban garden terrace, they can rest amongst the clouds, play and interact in the colorful soft dune area.

We found our link with nature through the enveloping forms of vegetation and the warmth of wood. This natural environment offers organic shapes and textures capable of forming a unique landscape.

This interesting and inspiring idea based on nature gave birth to a structure that made it possible to climb, play, hide, and jump in an element we can all enjoy.

## INTERVENTION AREA



# Ikea Public Realm

**AREA**  
55.000 sqm

**DATE**  
2021

**CONCEPT**  
Swedish landscape

**LOCATION**  
Älmhult, Sweden

**ROLE**  
Masterplanning, strategy, storytelling and concept design.

Dotted with thousands of lakes, freshwater streams, mountains and rolling hills, Sweden's landscape was the inspiration and starting point for our concept in Älmhult.

*The new community meeting place of Småland.*



From the organic and smooth streams of its rivers to the intense and sharp edges of its mountains, Älmhult's open landscape was reflected in the masterplan and customer journey of our intervention through an abundance of triangles and curves that reciprocate the intended mood in their respective locations.

### LEISURE MASTERPLANNING

A connection between topography and sculpture to design our new ecosystem. Approaching the project with a global thinking.

### INTERVENTION AREA



# Mall of Switzerland

**AREA**  
1.600 sqm

**DATE**  
2017

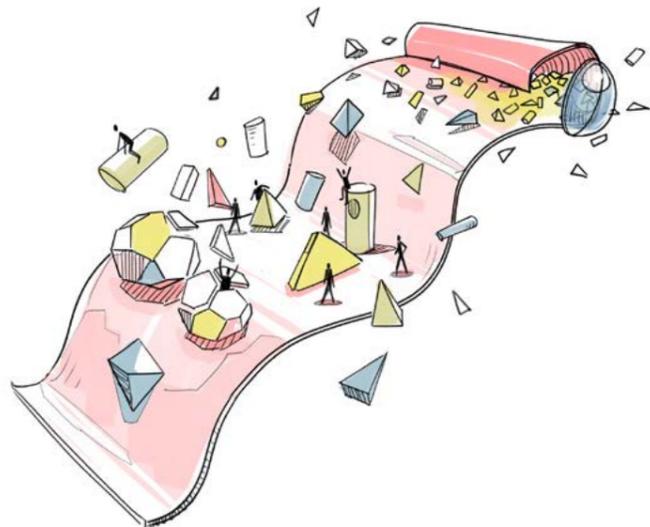
**CONCEPT**  
Swiss essences

**LOCATION**  
Luzern, Switzerland

**ROLE**  
Strategy, concept design, technical  
development, manufacturing, installation

This project was strategically developed as a bespoke solution for The Mall of Switzerland, integrating it into the architecture of the mall. We designed a Family Entertainment Center with two different areas for kids and toddlers.

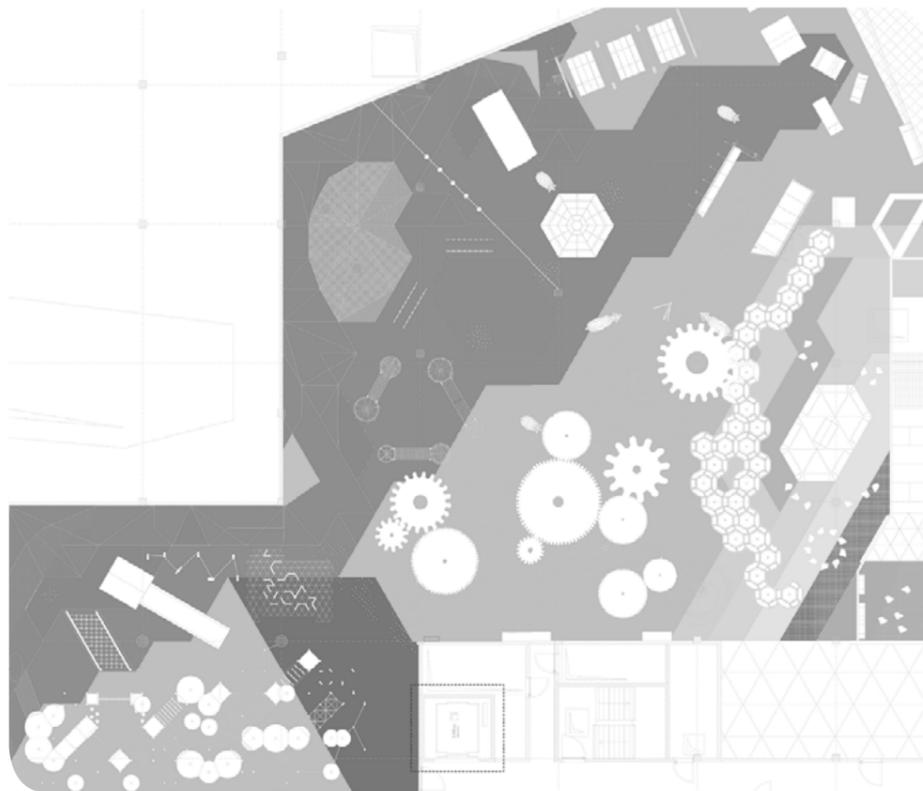
*Creating a FEC as seen  
by kids looking through a  
kaleidoscope.*



In the middle of one of the most enchanting and attractive tourist destinations of Switzerland's mountains and lakes, the Mall of Switzerland is located in proximity to Lucerne. From a geographical and historical point of view, the lake Lucerne region is considered the core of Switzerland.

The design line of the mall, along with the Swiss culture, were the catalysts behind our concept for this project: Contemplating Switzerland through a kaleidoscope.

## INTERVENTION AREA



# The urban jungle

**AREA**  
780 sqm

**DATE**  
2021

**N° OF VISITORS**  
30.000 per week

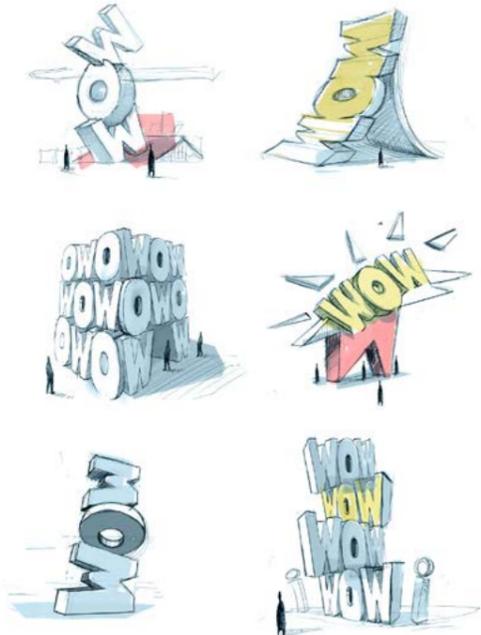
**LOCATION**  
Warsaw, Poland

**ROLE**

Concept design, strategy, storytelling, and technical development

The urban jungle provides a unique leisure ecosystem that brings energy and fun to the shopping center, becoming a pioneering leisure and shopping destination for the whole family in Warsaw.

*A unique storyline that attracts families and kids.*



We sought inspiration from Warsaw's urban art era and brought it to life with a natural and sustainable approach. By combining both concepts, we have turned the mall into a canvas on which we've presented our work of art.

The urban look of the city, along with the wild plants and vivid colors we're bringing in, complement each other to create the Urban Jungle.

## INTERVENTION AREA



# AireSur

**AREA**  
80 sqm

**DATE**  
2020

**N° OF VISITORS**  
30.000 per year

**LOCATION**  
Sevilla, Spain

**ROLE**

Strategy, concept design, technical development, manufacturing, installation

**Globbing** is an innovative floating play space concept that enriches user experiences by connecting with the brand identity. The leisure way has reimagined the traditional playroom with something new and surprising.

*Generating an emotional connection between customer and brand*



This Airesur hanging play area is the perfect example of how a space thought with leisurethinking in mind, can bring a strong emotional connection to the brand.

Imagination grows when space is limited. This was one of the main challenges for Airesur's project: to design a complete playroom in a space that does not exist on its own.

## INTERVENTION AREA



# Corasol

**AREA**  
8.000 sqm

**DATE**  
2021

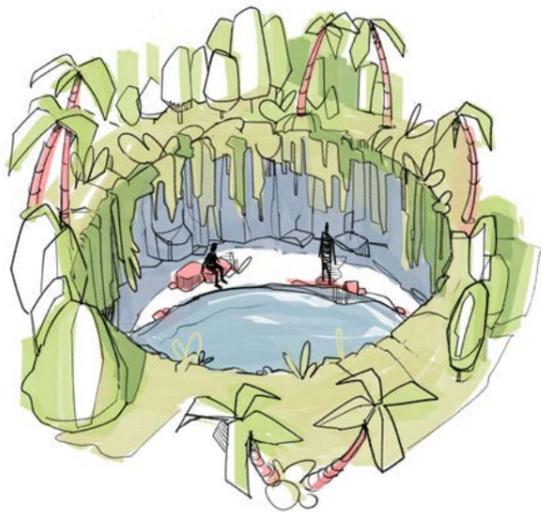
**CONCEPT**  
Cenotes of the area

**LOCATION**  
Playa del Carmen,  
Mexico

**ROLE**  
Masterplanning, strategy, concept, design  
for a new project development

This resort destination is a residential and touristic project where nature and architecture come together, creating a place to be used both day and night.

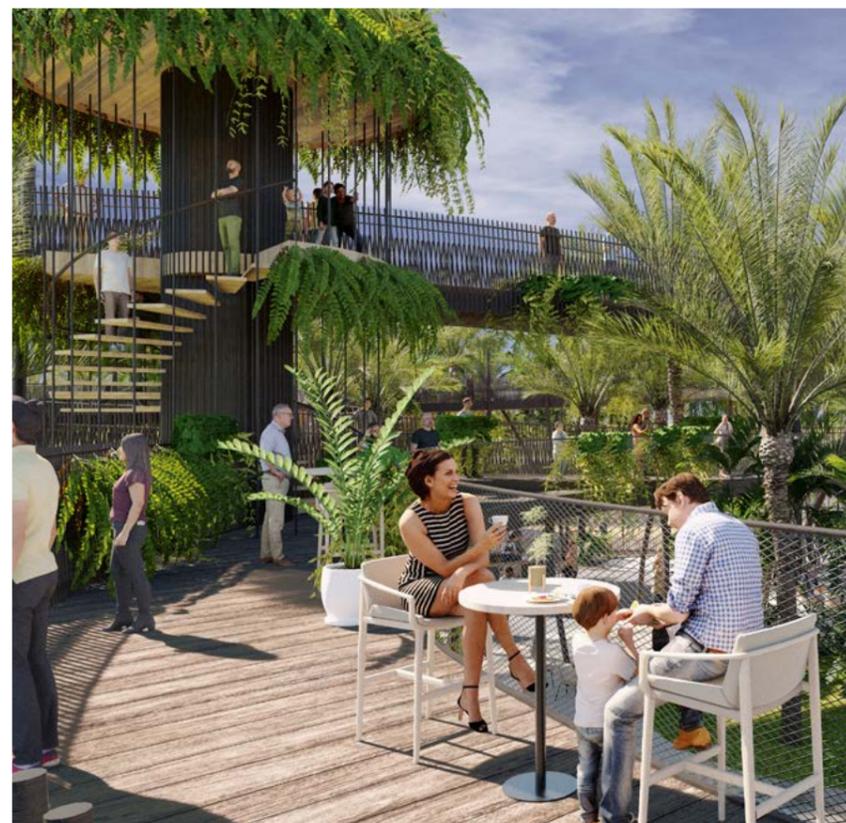
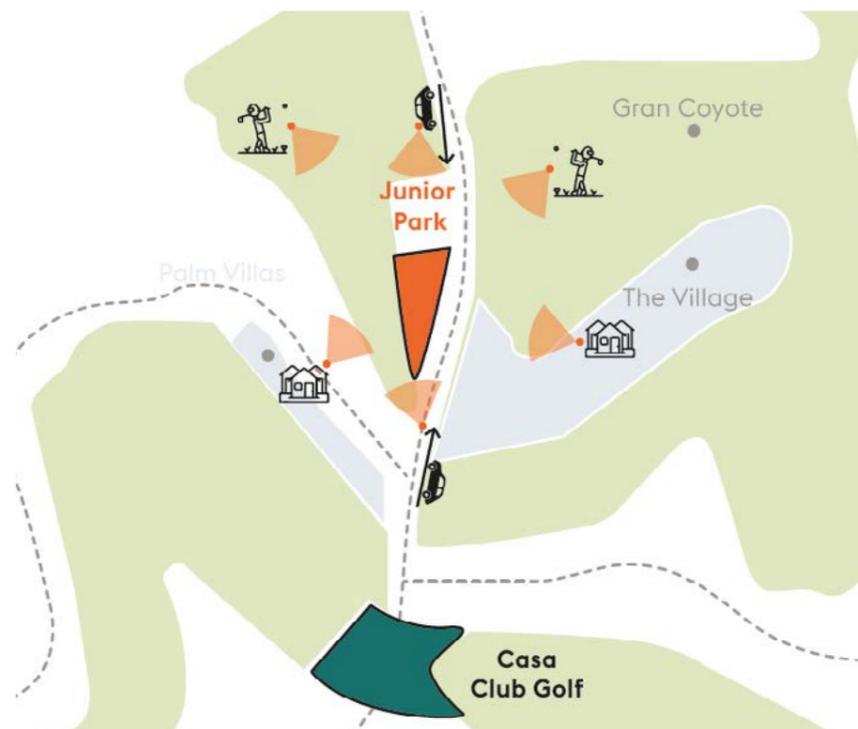
*A one of a kind  
tourism experience.*



Our starting point was to integrate ourselves within the three main elements of the project: Corasol as the big complex for everyone with experiences of all kinds, Origina as a lifestyle and wellbeing leader, and lastly the surrounding environment unique with its cenotes, wild spaces, and heavenly beaches.

We investigated cenotes not only as physical elements but as essences, to be led eventually to the qualities that make them as magical as they are.

## INTERVENTION AREA



# Mega Adygea

**AREA**  
40.000 sqm

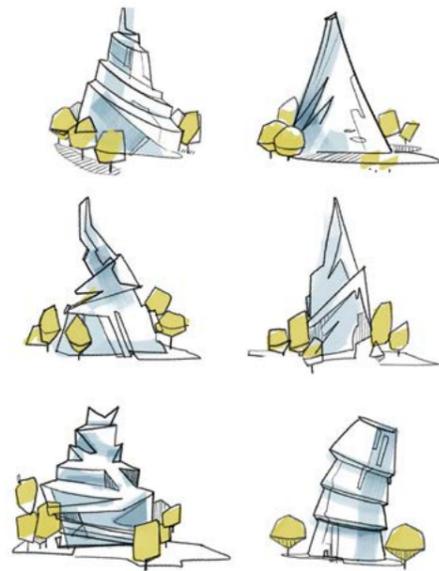
**DATE**  
2017

**CONCEPT**  
A happening place

**LOCATION**  
Krasnodar (Russia)

**ROLE**  
Masterplanning, leisure strategy, concept design, technical development, execution project supervision and approval

*Connecting indoor and outdoor. A new leisure and retail generation.*



Mega Adygea proposes a complete change in how we define a leisure ecosystem and acknowledges the relationship between leisure shopping and a shopping centre visit.



The objective was to create a city for Krasnodar on the other side of the river and add a new pole of attraction that directly connects with the main parts of the project.

Hence, we proposed to create a “mini-city”, an integral and seamless concept in which architecture, landscape, lighting, shopping and entertainment interact.

## INTERVENTION AREA



# Wadi Sedra

**AREA**  
40.000 sqm

**TIMELINE**  
2024

**CONCEPT**  
A valley

**LOCATION**  
Riyadh (KSA)

**ROLE**  
Masterplanning, leisure strategy, concept design

Wadi Sedra is the first integrated community in Riyadh with all services and facilities, providing a variety of homes that suit the various segments of the Saudi Society for a sustainable way of living.

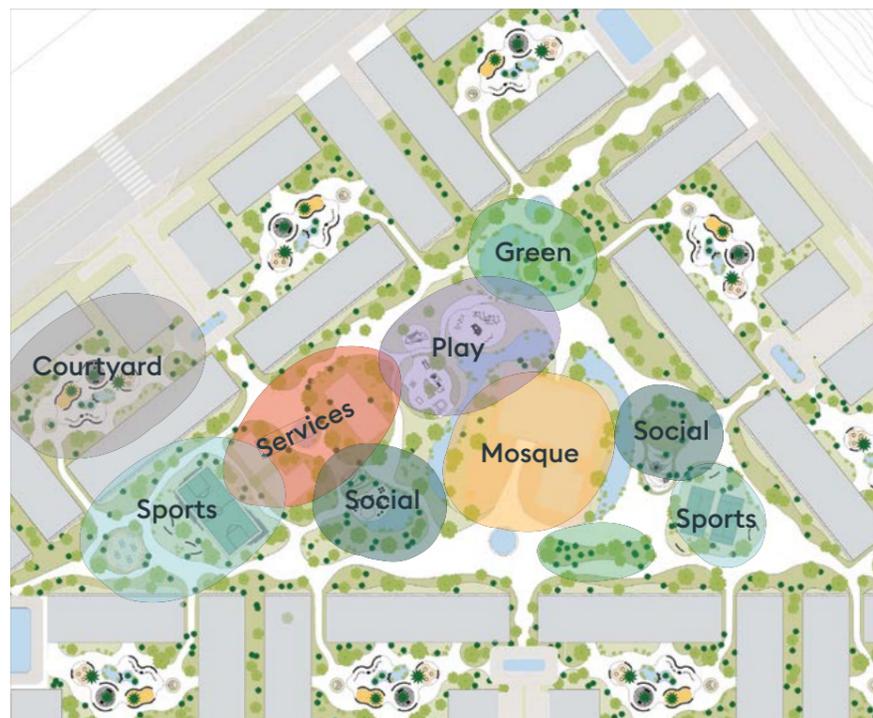
*The use of natural textures helped us smoothly blend in with the architecture.*



Wadi Sedra is Riyadh's first integrated community, offering diverse homes and services for sustainable living. theleisureway was tasked with activating the community park and courtyards for each building block. Inspired by the essence of a Wadi, we created an organic, fluid masterplan that caters to all ages and interests, fully immersed in nature.

Natural textures and materials were used to blend seamlessly with the surrounding architecture.

## INTERVENTION AREA



# Riyadh Park

**AREA**  
12.000 sqm

**DATE**  
2022

**CONCEPT**  
An iconic promenade

**LOCATION**  
Riyadh (KSA)

**ROLE**  
Masterplanning, leisure strategy, concept design

The aim was to create synergies between the indoor and outdoor spaces, as they were disconnected. We then transformed the space into a complete leisure experience that extends throughout Riyadh Park mall.

*A fluid and organic approach to retail*

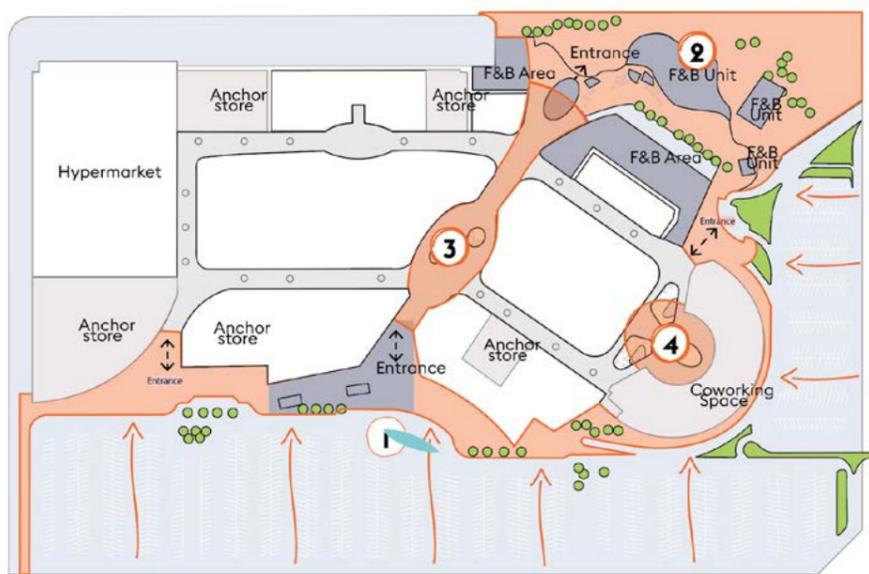


The goal was to revamp two disconnected areas to create synergy between the indoor and outdoor spaces, transforming Riyadh Park Mall into a unified leisure experience.

Inspired by the meaning of “Riyadh” (gardens and meadows), the leisure way infused garden elements throughout the mall.

Using water as a central theme, they created a promenade that seamlessly connects the entire space.

## INTERVENTION AREA



# Al Mamsha

**AREA**  
Global intervention

**DATE**  
2021

**CONCEPT**  
The smiling emirate

**LOCATION**  
Sharjah, UAE

**ROLE**  
Masterplanning, strategy, concept design  
for a new project development

In Al Mamsha's residential complex we gave shape to emotions, by creating sculptural ensembles that act as shaded play and socializing areas for kids and adults of all ages.

*A playful art collection!*

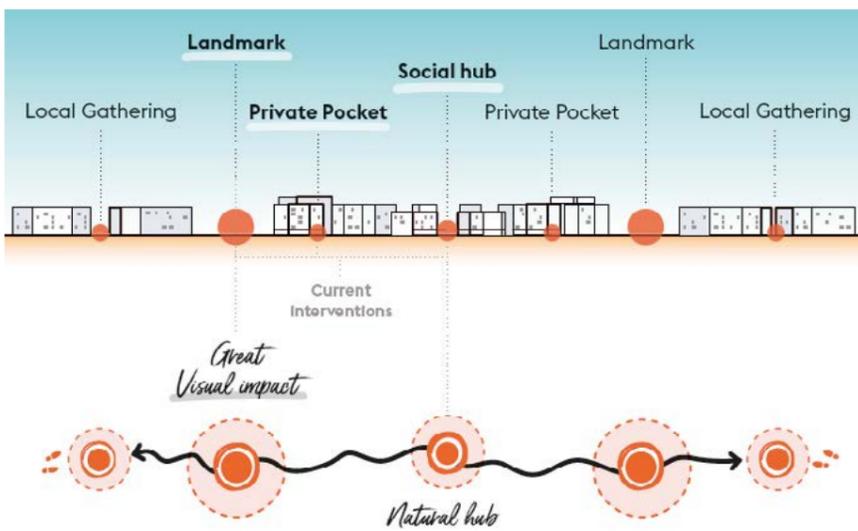


The main purpose behind this project was to develop a meaningful intervention that brings identity, sense of community and an international outreach.

Sharjah has a young, burgeoning population ranging from 20 to 39 years. It is also called "the smiling emirate" due to its friendly and welcoming atmosphere.

Our inspiration behind this project was the people of Sharjah and, more specifically, their emotions.

## INTERVENTION AREA



# Majid Al Futtaim

**AREA**  
6.000 sqm

**DATE**  
2023

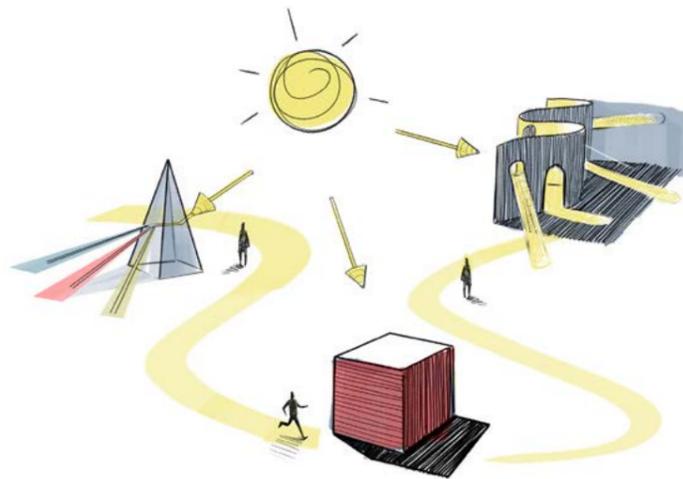
**CONCEPT**  
Light interpretation

**LOCATION**  
Dubai (UAE)

**ROLE**  
Masterplanning, strategy, storytelling and concept design

In a country with endless pioneering entertainment options, we had to think out-of-the-box and create a leisure destination like no other that would attract users of all ages and interests through fun and engaging experiences.

*Develop an intuitive interior layout that naturally connects all the activities.*



We created a friendly interpretation of light refraction for the youngest ones. Inspired by essential elements like the rays of light, we used them to define our space, creating a permeable area full of colour and translucent shapes that houses plenty of activities to discover and surprise our families.

Feeling like doing sports in nature, we let the light come in and interact with the space. Perforating and invading surfaces, it impacts, bounces and flies, it breaks the walls (our boundaries) letting the nature come in.

## INTERVENTION AREA



# Al Malaz

**AREA**  
22500 sqm

**DATE**  
2024

**CONCEPT**  
Leisure community

**LOCATION**  
Riyadh, KSA

**ROLE**  
Strategy, Storytelling, Architecture,  
Concept Design & Technical development

The goal was to create a place that works like a whole, and acts like a complementary common space that the local residential community needs. The new scheme brings a sense of belonging that transforms Al Malaz into a vibrant community.

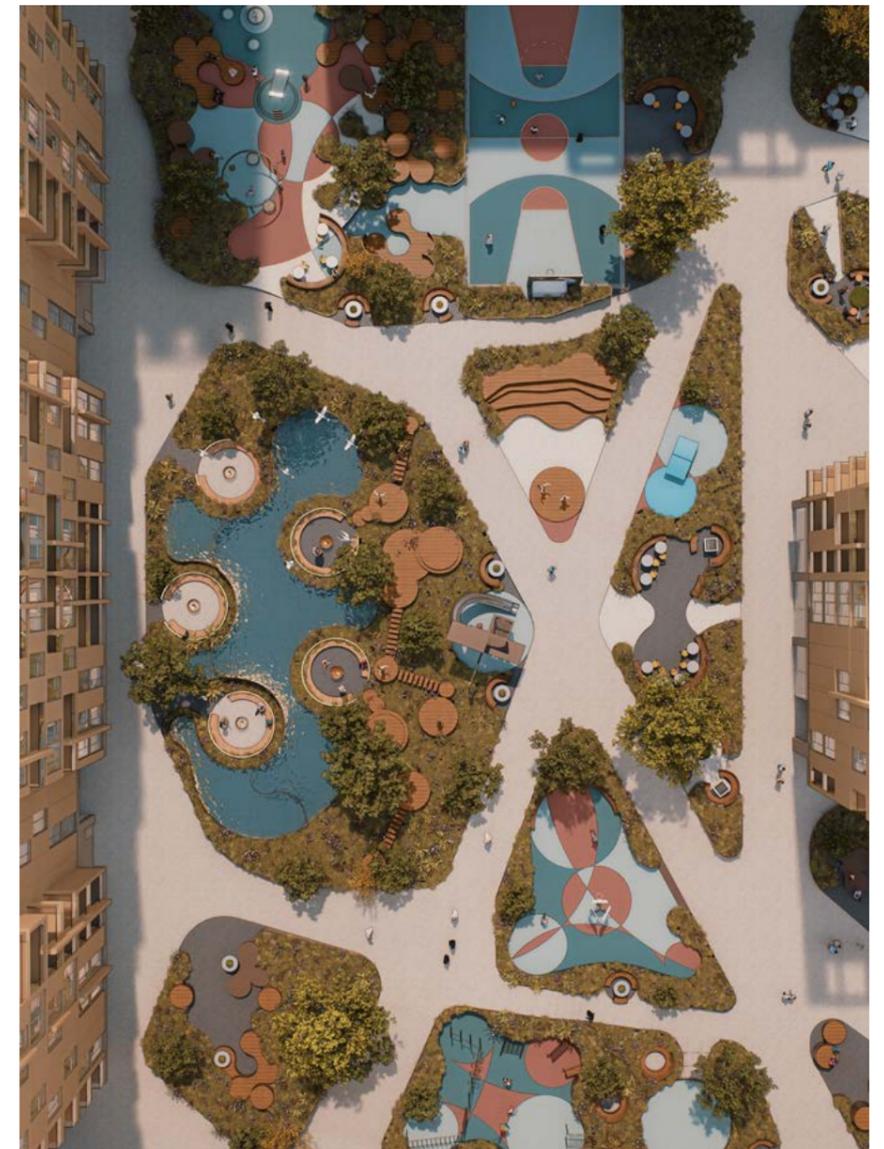
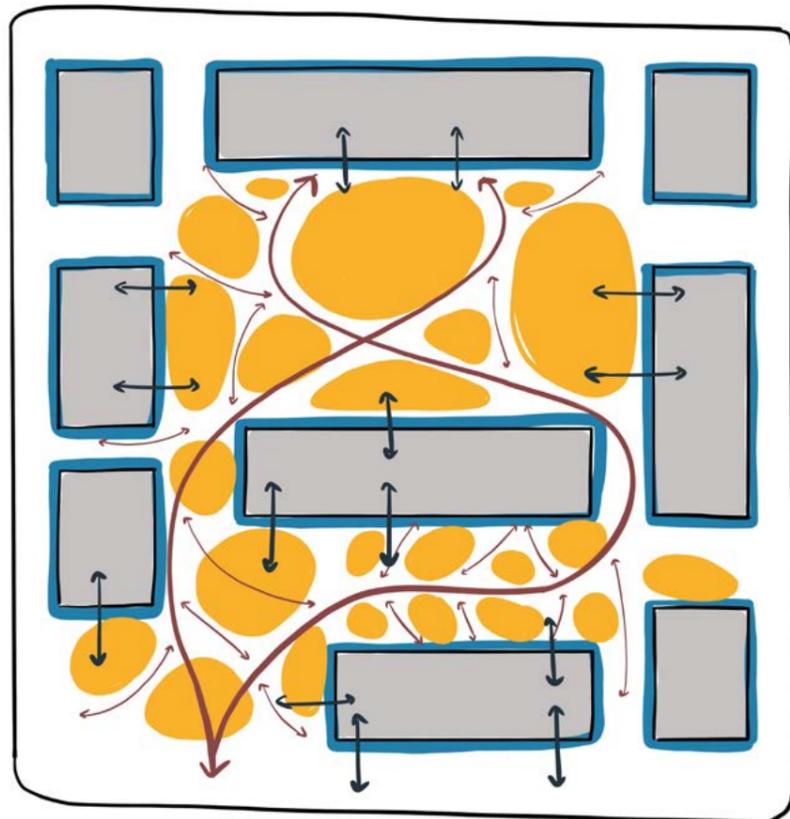
*Creating a contemporary community.*



In Al Malaz, we reinterpreted one of the neighborhood's landmarks, Al Murabbaa Palace into a one of a kind residential project that is both dynamic and diverse.

The project offers its residents a new approach to communities and daily lives. With public offers ranging from play areas for kids, sports areas, gathering spots and more, residents are sure to find their place to be.

## INTERVENTION AREA



# Geometria

**AREA**  
800 sqm

**DATE**  
2022

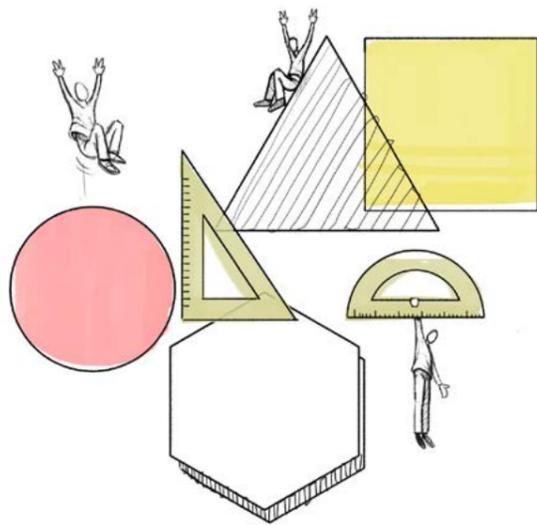
**CONCEPT**  
Play & Learn

**LOCATION**  
Athens (Greece)

**ROLE**  
Strategy, concept Design for a project development, technical development

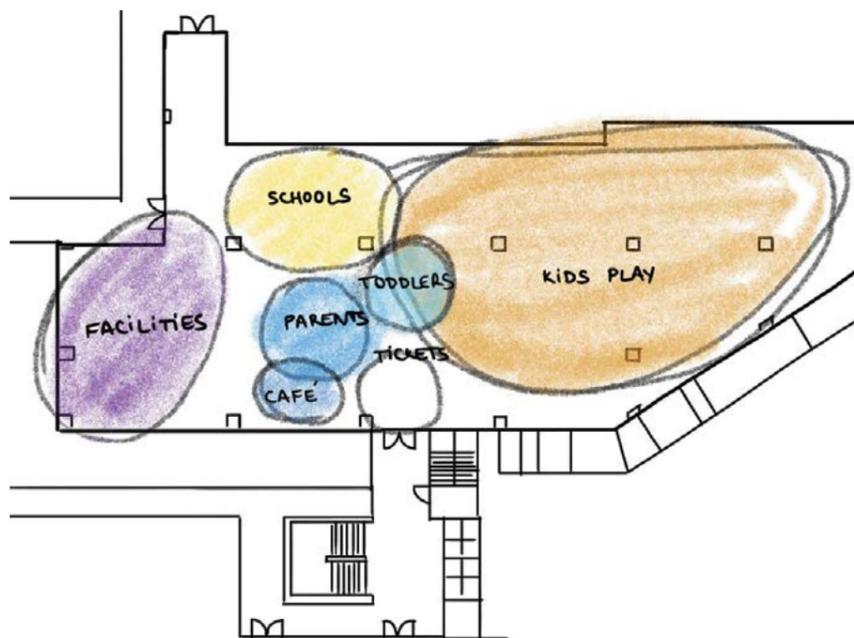
We have created a spatial context where the environment catalyses curiosity and imagination. A learning landscape that inspires children to activate their bodies shares joyful experiences and allows them to act on their creative impulses.

*Is a space integrated in nature with activities for all family members.*



The mathematicians of ancient Greece made a hugely significant contribution to the world and all practical subjects that depend on that intellectual basis, from geometry to engineering, astronomy to design. theleisureway wanted to design a FEC that resembles and reflects that influence. Based on the playful learning concept, that is how "Geometria" was brought to life.

## INTERVENTION AREA



# Canimar River Park

**AREA**  
Global intervention

**DATE**  
2021

**CONCEPT**  
Sustainable tourism

**LOCATION**  
Matanzas (Cuba)

**ROLE**  
Masterplanning, strategy, concept design

The River Park creates an opportunity to develop a project oriented towards the growing demand for luxury experiences that connect with nature and sustainable tourism.

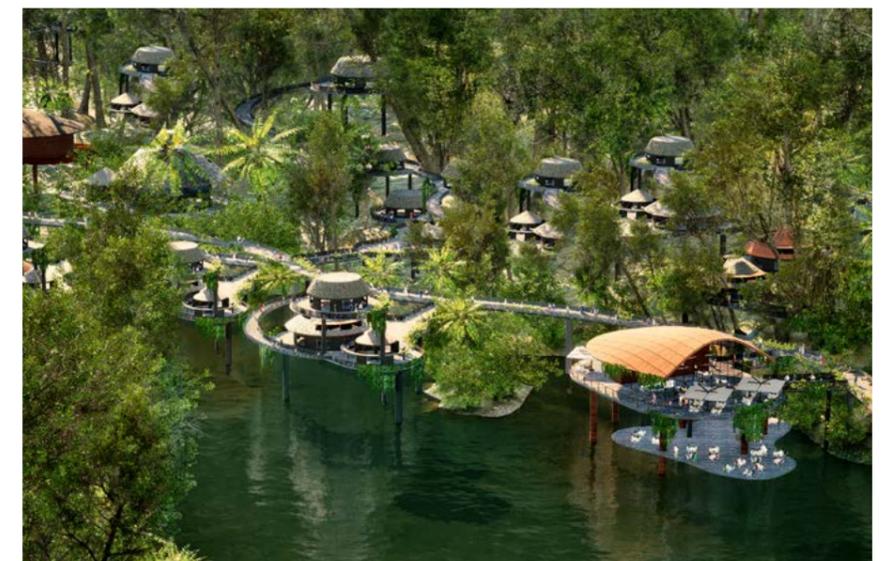
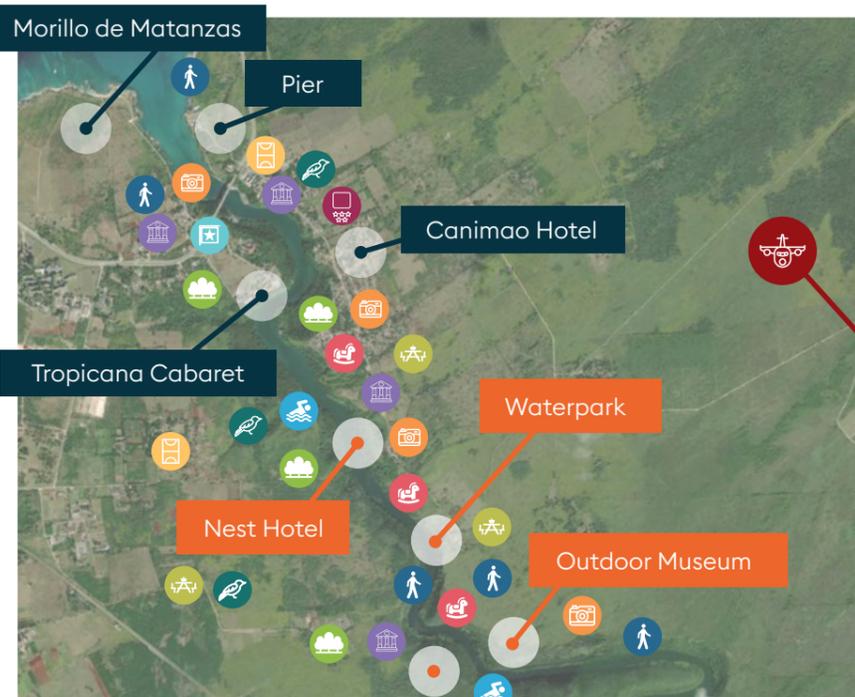
*A chance to relax on holiday, immersed in the serenity of local nature.*



This way, we can complement the world-renowned tourist offer of sun and water in Cuba with a different and unique type of tourism blended into nature.

It wasn't until we visited and interacted with the place that we realized that our intervention and the activation of the area needed to happen at the water level because that is where magical experiences can happen.

## INTERVENTION AREA



# Vialia Vigo

**AREA**  
26.000 sqm

**DATE**  
2020

**CONCEPT**  
City urban plaza

**LOCATION**  
Vigo (Spain)

**ROLE**  
Masterplanning, strategy, storytelling,  
concept design and technical development

the leisureway combined the city's main essences into its main square, creating a potent leisure mix to stimulate socializing and curiosity, making Vialia a grand plaza and an emblematic and distinguished meeting point in Vigo City.

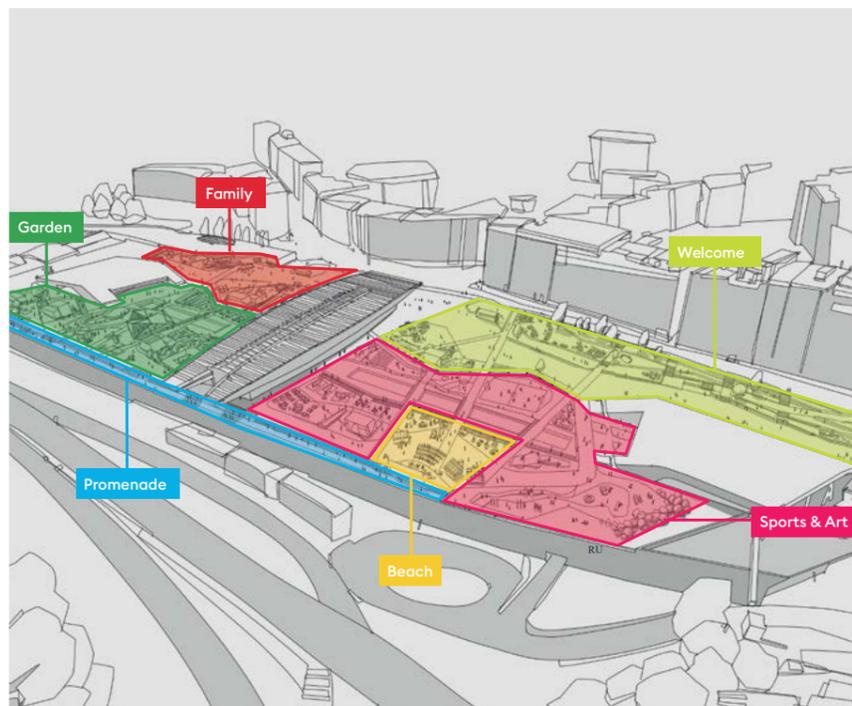
*Vialia: The square as a vibrant community place.*



The aim of Vialia square is not only to attract users to the shopping centre, but to connect with the community and create an area specifically oriented to each of the inhabitants of Vigo.

Applying our leisurethinking, we created various atmospheres that meet the needs of the different users, generating the distribution of activities and hence providing character and personality to the public space.

## INTERVENTION AREA



# Mar Shopping Algarve

**AREA**  
12.000 sqm

**DATE**  
2017

**N° OF VISITORS**  
50.000 per month

**LOCATION**  
Loulé, Portugal

**ROLE**  
Strategy, concept design, technical development, manufacturing, installation

In Mar Shopping Algarve by transforming the main outdoor public area, we provided a surprising and interactive meeting place that captures people's attention and makes the customer journey more memorable.

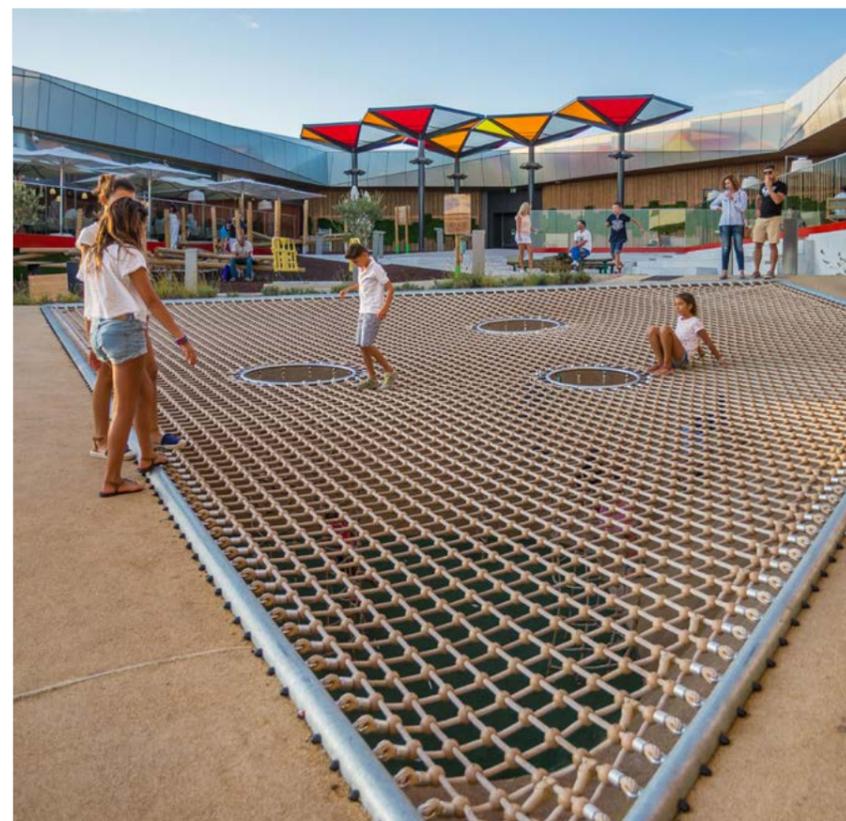
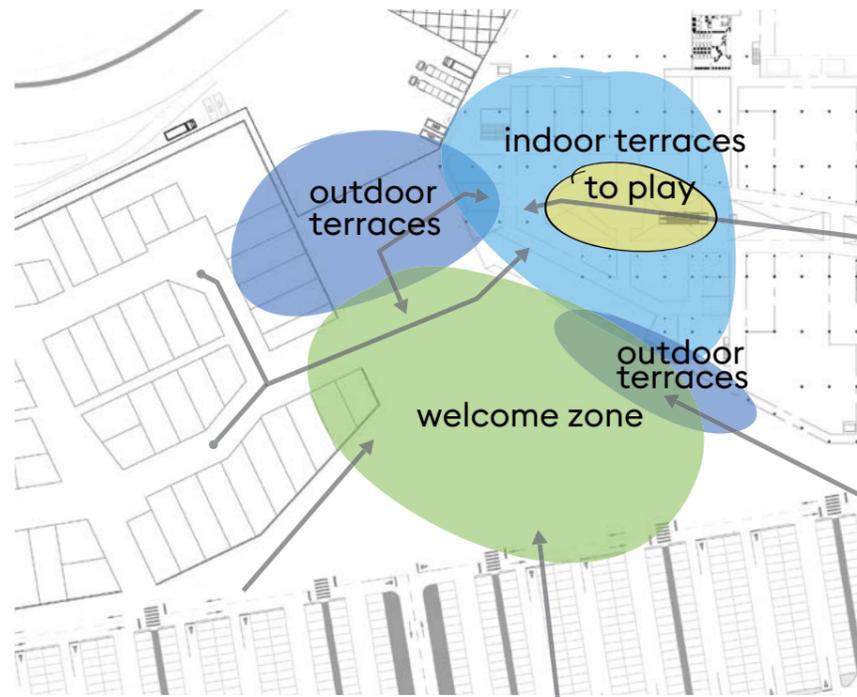
*A captivating customer journey creating an increase of gradual interest.*



The project is located in an area with so much competition and a great tourist attraction. That made us come up with a proposal that took into account the need to approach the project with a holistic vision.

Our inspiration for the leisure solution was based on one of the main tourist attractions in Algarve: The Golf course. By deconstructing a golf course, we transformed its main essences from essential elements to exaggerated and more intense flavours that give the overall space a unique look.

## INTERVENTION AREA



# Little explorers

**AREA**  
2.240 sqm

**DATE**  
2018

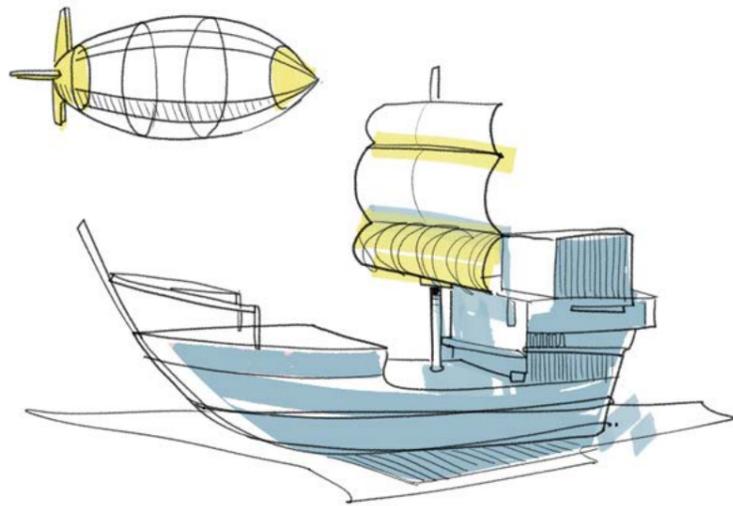
**CONCEPT**  
Adventurous journey

**LOCATION**  
Dubai, UAE

**ROLE**  
Masterplanning, strategy, storytelling and concept design.

Little explorers is an influential and iconic family entertainment brand like never seen before in Dubai, which is attractive for both children and parents. The play equipment consist of actual adventure structures and experiences.

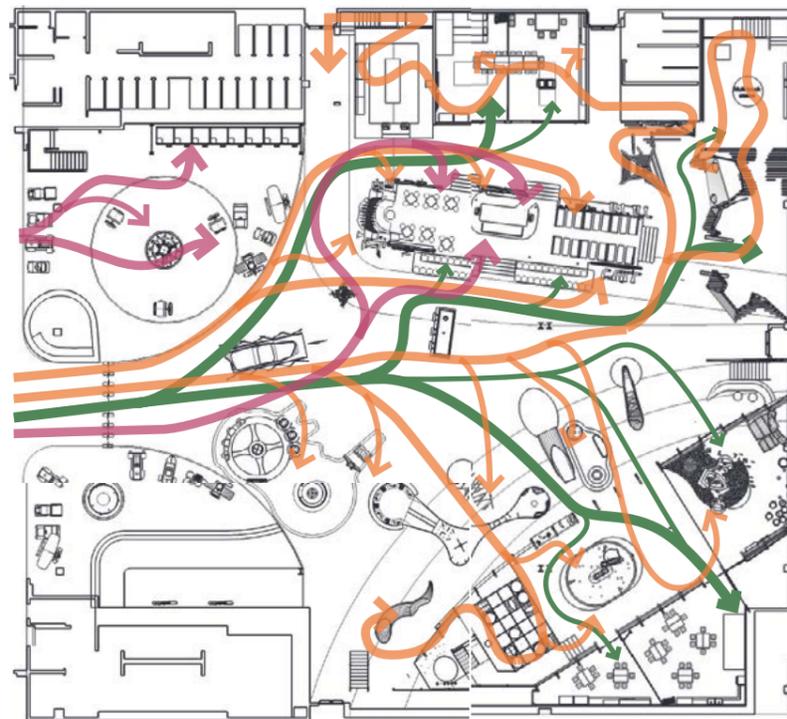
*Embarking on a playful journey of exploration.*



The aesthetic is not just a covering; it serves as the activities' educational aspect. A museum where kids are not only allowed to touch the exhibits but encouraged to play with them.

Our world has to be timeless but with light reference to the early XIX century design line – the epoque of romantic dreamers and Renaissance DaVinci as a pioneer inventor with natural materials with a touch of colour.

## INTERVENTION AREA



# Dinópolis

**AREA**  
1.750 sqm

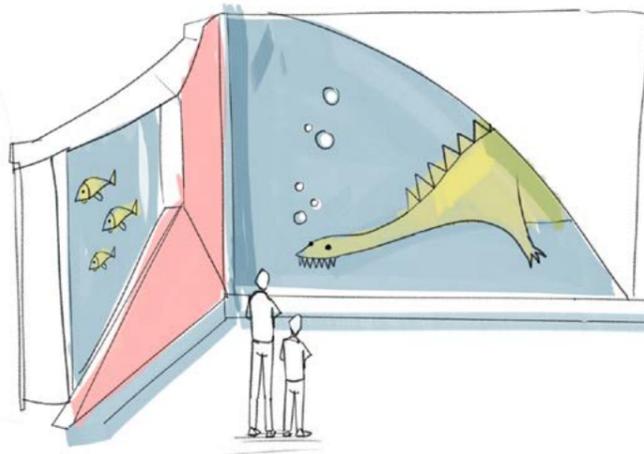
**DATE**  
2019

**CONCEPT**  
Jurassic sea

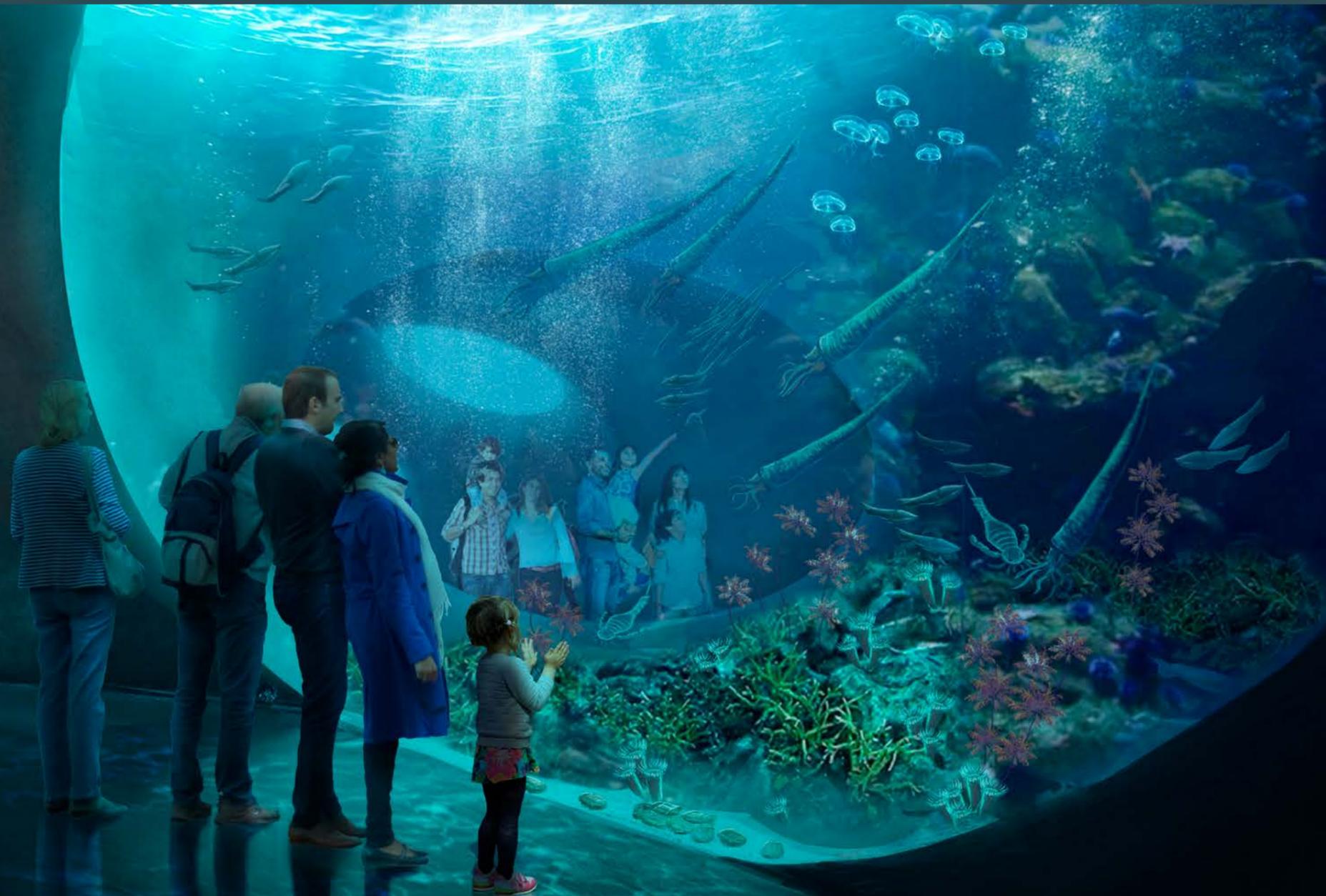
**LOCATION**  
Teruel, Spain

**ROLE**  
Masterplanning, strategy, storytelling and concept design

*Immersive experience of the ancient world through play.*



We designed an area to interact with the public through history. The function of the new attraction is for visitors to learn by taking a journey to the past in the depths of the ocean while interacting with the environment.

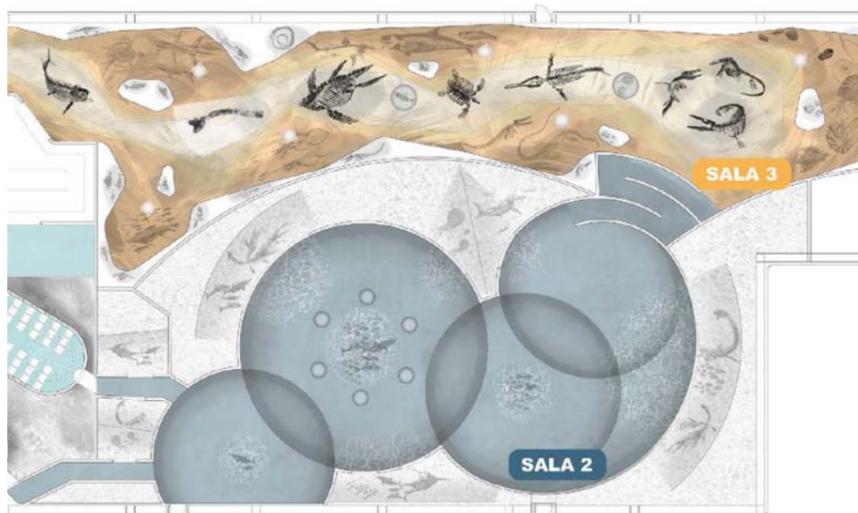


theleisureway had the opportunity to propose the design of a simulator for a palaeontological museum located in Spain.

The intervention consisted of an interactive tour that aims to take the visitors back in time to search for dinosaurs in their ancient era.

This dynamic ensures an in-depth exploration to learn through a unique design where the main character is the user.

## INTERVENTION AREA





Thank you for exploring how we have delivered  
leisure solutions that bring sustainable value to  
your entire asset.



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