REC 00:00:00:00

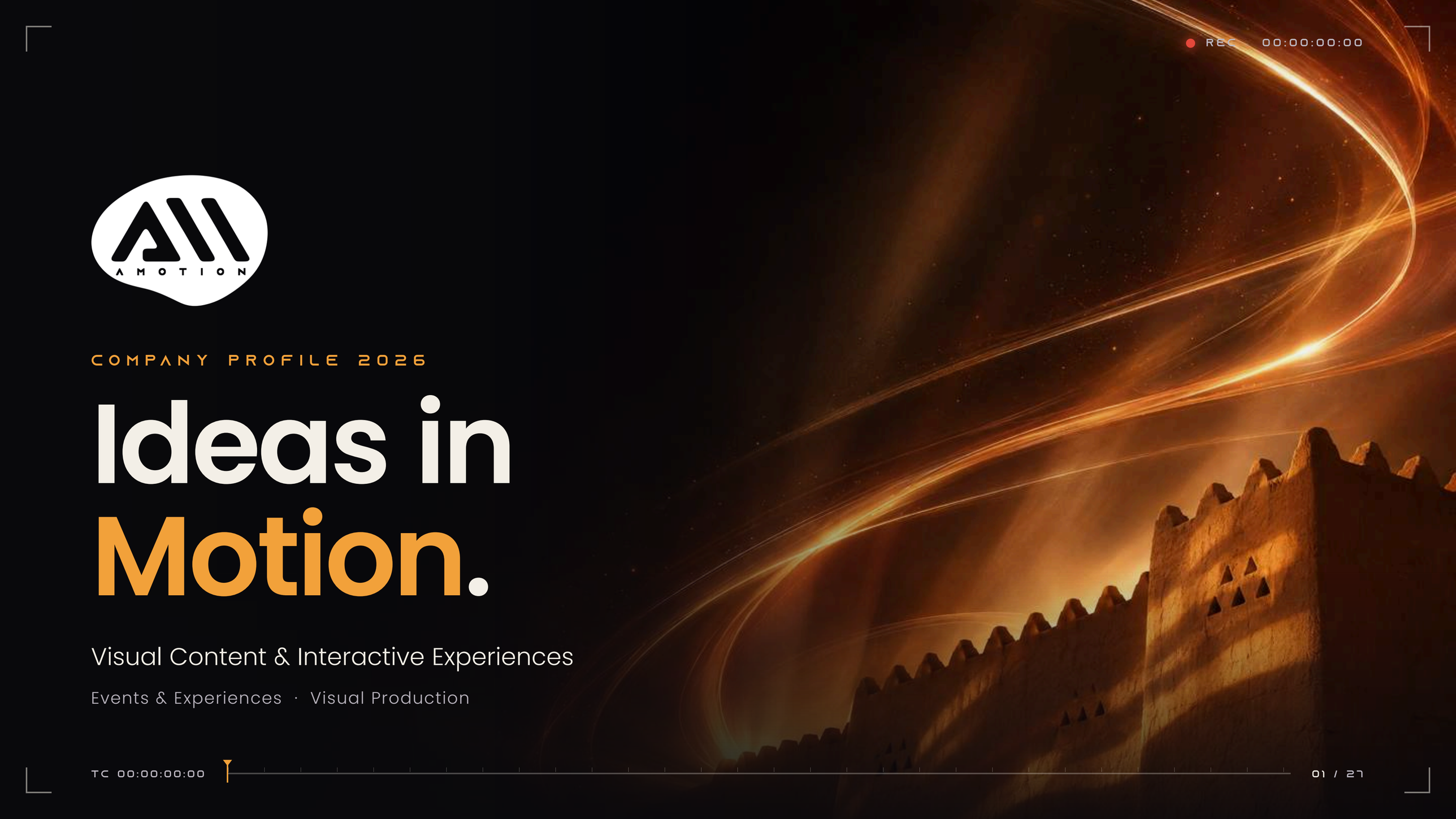
AMOTION

COMPANY PROFILE 2026

Ideas in Motion.

Visual Content & Interactive Experiences

Events & Experiences · Visual Production



TC 00:00:00:00

AMOTION PRESENTS

We don’t just make visuals. We make moments move.

For more than a decade, we have turned briefs into moments people remember: stages that breathe, heritage walls that tell their own stories, rooms that greet every visitor personally. This is our story so far, told the way we know best: one scene at a time.

ABOUT US

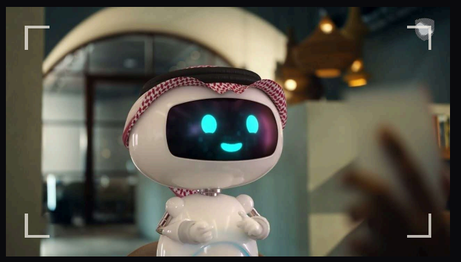
A Saudi studio where creativity meets craftsmanship.

AMOTION is a Saudi creative studio specialising in 2D and 3D motion graphics, visual effects, event visuals and interactive experiences, for films, commercials, events and spaces. For over a decade we have partnered with government entities, national brands and leading agencies, taking ideas from the first sketch to the final frame.

What sets us apart is a deep understanding of Saudi culture and heritage. We draw on the region's rich history and traditions and translate them into content that resonates with audiences here, and stands tall on any stage.





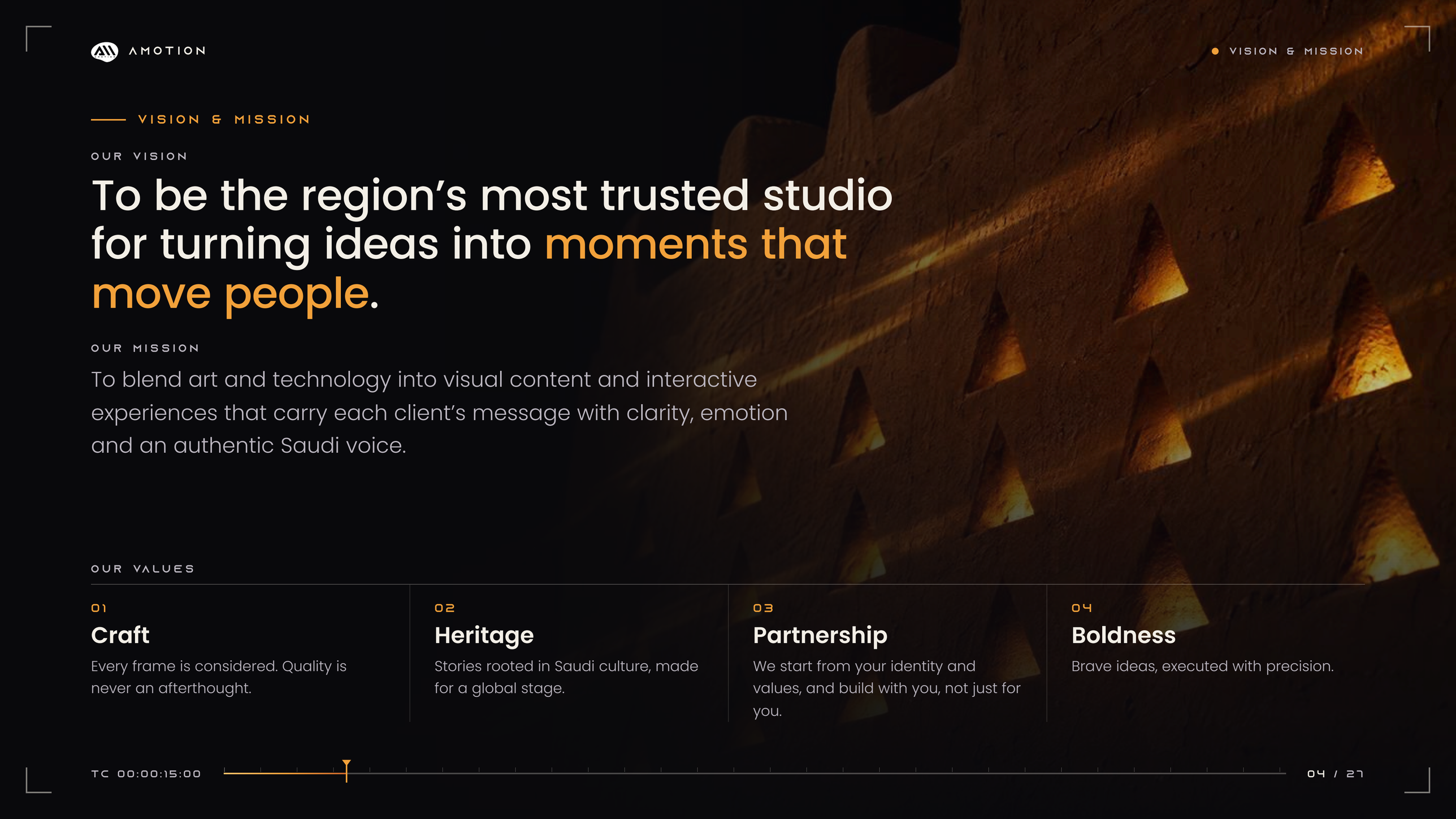


10+
Years of experience

48
Clients & partners

7
Specialist services

80+
Films on our YouTube channel



VISION & MISSION

OUR VISION

To be the region’s most trusted studio for turning ideas into moments that move people.

OUR MISSION

To blend art and technology into visual content and interactive experiences that carry each client’s message with clarity, emotion and an authentic Saudi voice.

OUR VALUES

01
Craft
Every frame is considered. Quality is never an afterthought.

02
Heritage
Stories rooted in Saudi culture, made for a global stage.

03
Partnership
We start from your identity and values, and build with you, not just for you.

04
Boldness
Brave ideas, executed with precision.

WHY AMOTION

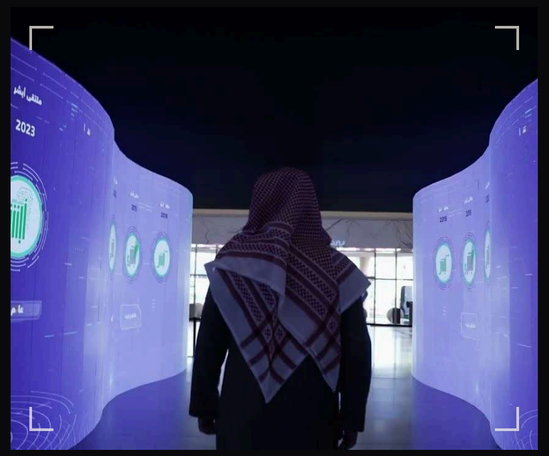
Four reasons clients come back.



01

Rooted in Saudi culture

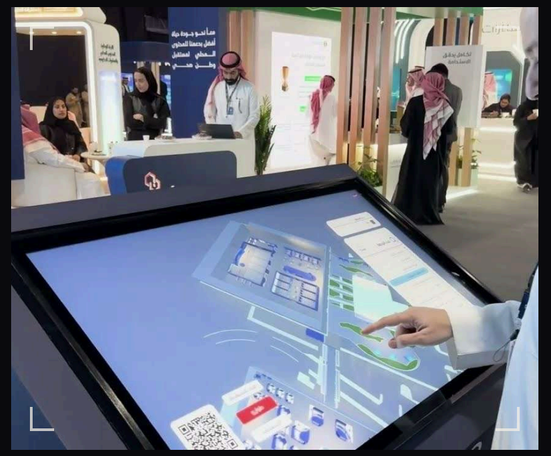
A deep understanding of local heritage and audiences, built into every concept from day one.



02

One studio, end to end

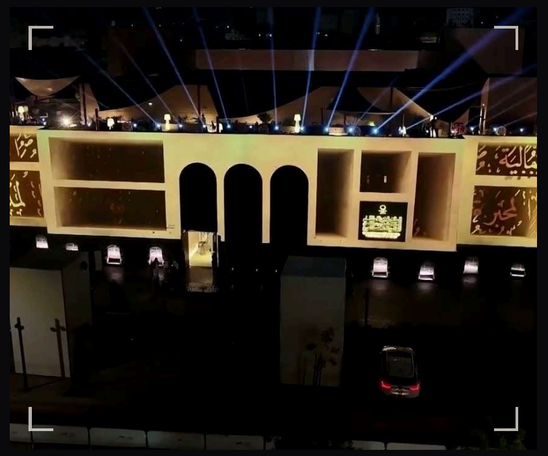
Concept, design, animation, filming, VFX and programming under one creative direction.



03

Art meets technology

Artists and developers working side by side, so interactive ideas actually work on show day.



04

Trusted at national scale

48 clients and partners, from ministries and national authorities to cultural institutions and leading brands.

WHAT WE DO

Seven services. Two worlds.

Live moments on one side, crafted films on the other, and often both in the same project.

Events & Experiences

PART ONE

Stage visuals, immersive rooms, projection mapping and interactive games for live audiences.

01 Event & Stage Visuals — Stage screens and opening shows — 07

02 Immersive Experiences — Immersive rooms and VR worlds — 09

03 Launch Concepts & Projection Mapping — Reveals, façades and logo mapping — 11

04 Interactive Experiences & Games — Games, touchscreens and reactive floors — 14

Visual Production

PART TWO

Filming, motion graphics, animated identities, VFX and characters for screens of every size.

05 Production & Filming — Corporate and instructional films — 16

06 Motion Graphics & Animated Identities — 2D/3D animation and title sequences — 18

07 VFX & Characters — Digital characters and compositing — 20

01

SCENE 01 · EVENTS & EXPERIENCES

Event & Stage Visuals

We design and animate stage-screen content that matches each event's identity and running order, from opening shows to award segments.

Custom content for any screen and stage configuration

SELECTED WORK



Water Partnerships Forum

▶ WATCH

Concept, direction and execution of an opening show linking 3D scenes with a live performer.



Absher 10th Forum

▶ WATCH

Stage content, interactive screens, a hologram and a tunnel telling the Absher journey.



Literary Partner Ceremony

▶ WATCH

Stage and entrance screens, plus a motion-graphics film presenting the award tracks.

SCENE 01 · EVENT & STAGE VISUALS

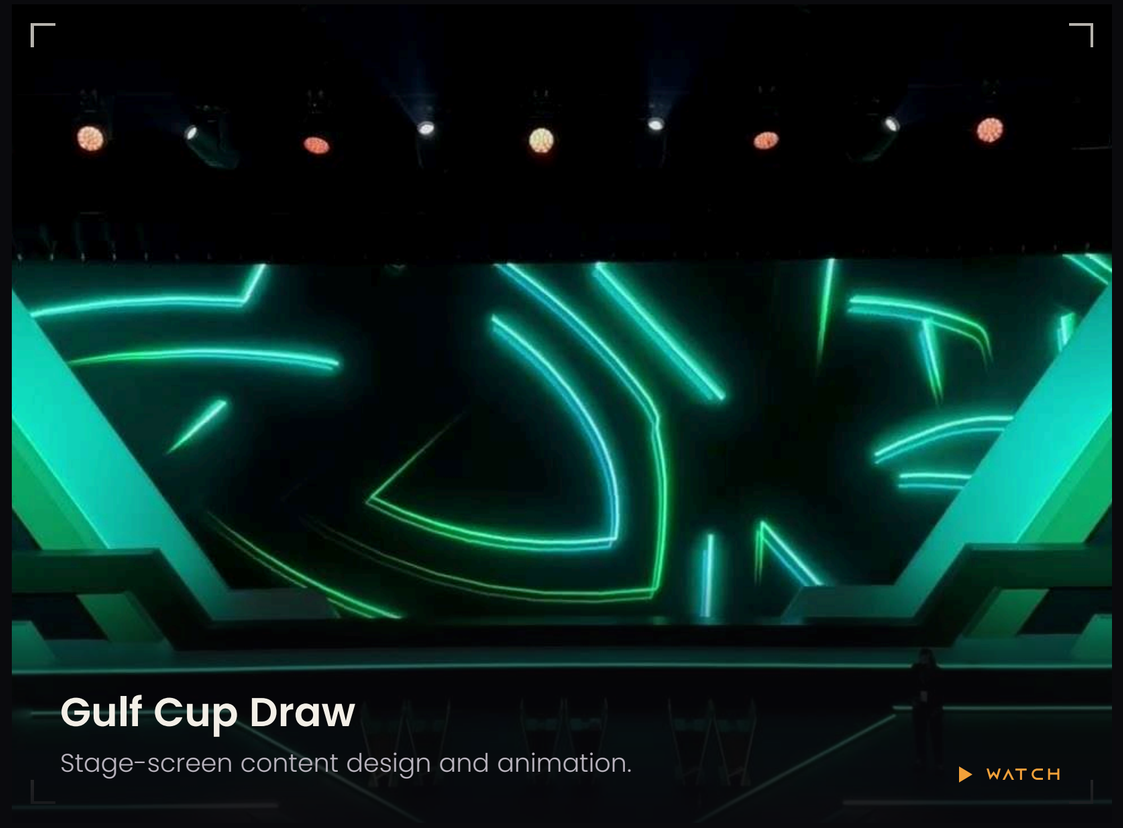
Big stages, live audiences.



International Nuclear Science Olympiad

Opening ceremony graphics.

▶ WATCH



Gulf Cup Draw

Stage-screen content design and animation.

▶ WATCH

02

SCENE 02 · EVENTS & EXPERIENCES

Immersive Experiences

We create content that surrounds visitors inside immersive rooms and virtual-reality worlds, with experiences personalised for every participant.

Immersive rooms & 360° content

SELECTED WORK



Art Street Tunnel

▶ WATCH

Visual content inside an art tunnel celebrating Abha and Asir, ending in a national finale.



Tajallat Hall

▶ WATCH

A VR journey through the work of Saudi artists, part of Misk Art Week.



Okaz

▶ WATCH

A 360° virtual-reality experience that places visitors inside the world of Okaz.

SCENE 02 · FEATURED PROJECT

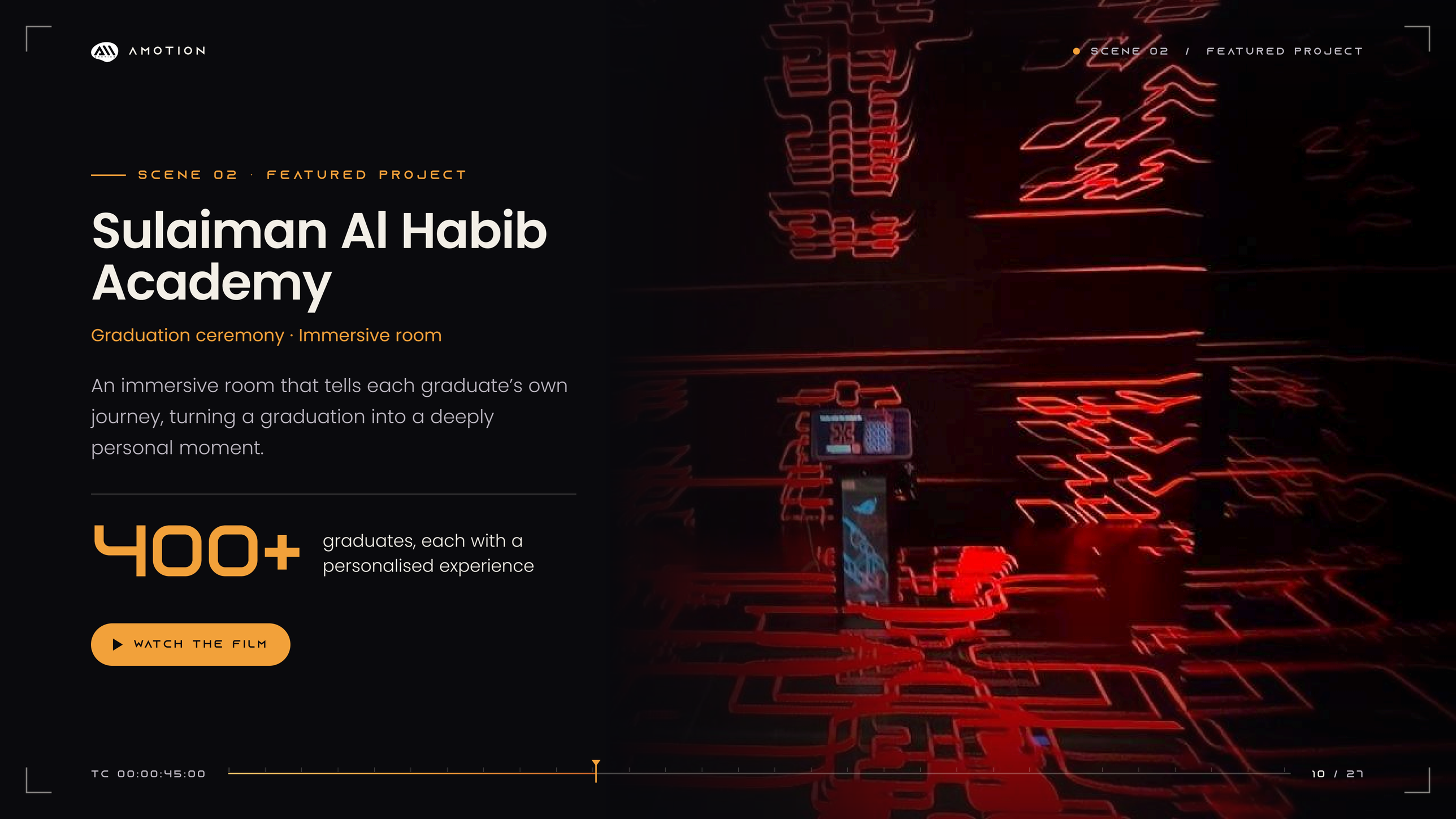
Sulaiman Al Habib Academy

Graduation ceremony · Immersive room

An immersive room that tells each graduate's own journey, turning a graduation into a deeply personal moment.

400+ graduates, each with a personalised experience

▶ WATCH THE FILM



03

SCENE 03 · EVENTS & EXPERIENCES

Launch Concepts & Projection Mapping

We turn an opening moment into a visual show: on stage, across a building, or inside an interactive space.

Identity reveals · interactive triggers · transforming façades

SELECTED WORK



Masmak Palace

▶ WATCH

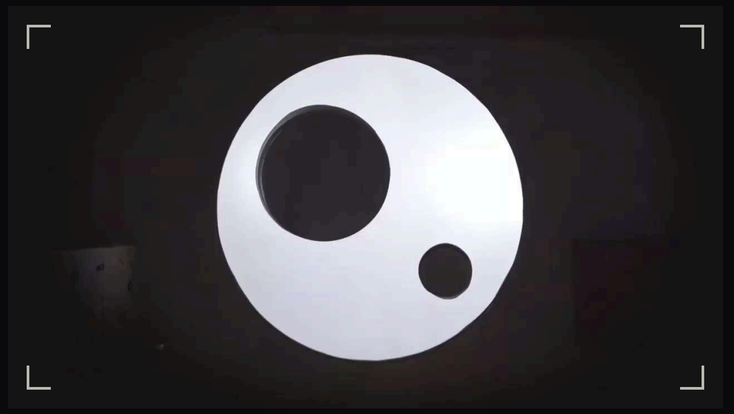
Moving artworks on Masmak's walls, telling the values of the founding in an abstract style.



Salwa Palace

▶ WATCH

Projection mapping on Salwa Palace, presenting a visual show within the Diriyah Season.



Logo Mapping

▶ WATCH

3D projection onto a sculpted logo, creating motion born from its own details.

SCENE 03 · FEATURED PROJECT

Global Center for Arabic Calligraphy

Prince Mohammed bin Salman Global Center for Arabic Calligraphy · Opening show

The opening show for a global home of Arabic calligraphy, where letterforms move and come alive at monumental scale.

WATCH THE FILM



SCENE 03 · LAUNCH CONCEPTS & PROJECTION MAPPING

Launches that land.



At-Turaif District

3D projection mapping on heritage architecture.

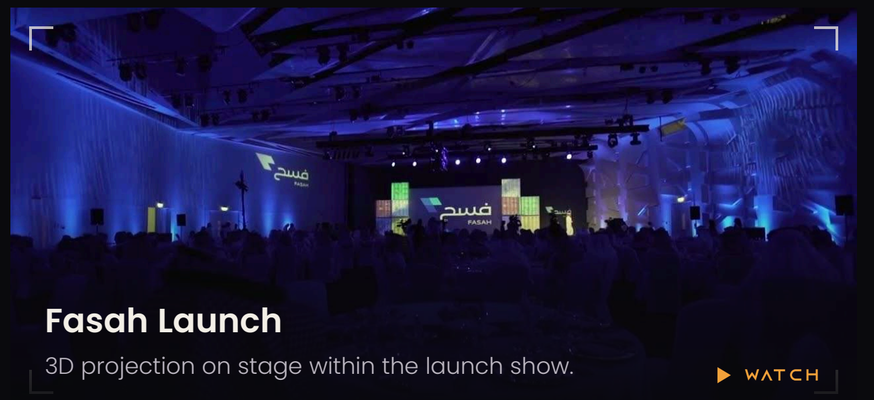
▶ WATCH



Princess Nourah University

An interactive space for the Media Center launch.

▶ WATCH



Fasah Launch

3D projection on stage within the launch show.

▶ WATCH

04

SCENE 04 · EVENTS & EXPERIENCES

Interactive Experiences & Games

We program experiences that respond to every visitor, and develop 3D games tied to the story of each event.

Games · interactive spaces · responsive floors

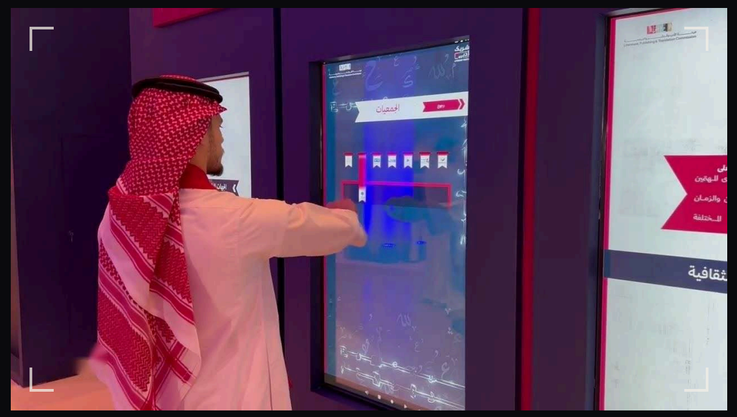
SELECTED WORK



Local Content Forum Map

▶ WATCH

An interactive wayfinding app with a 3D map that helps visitors explore the venue.



Literary Partner Interactive

▶ WATCH

3D maps and touchscreens presenting literary partners and their statistics to visitors.



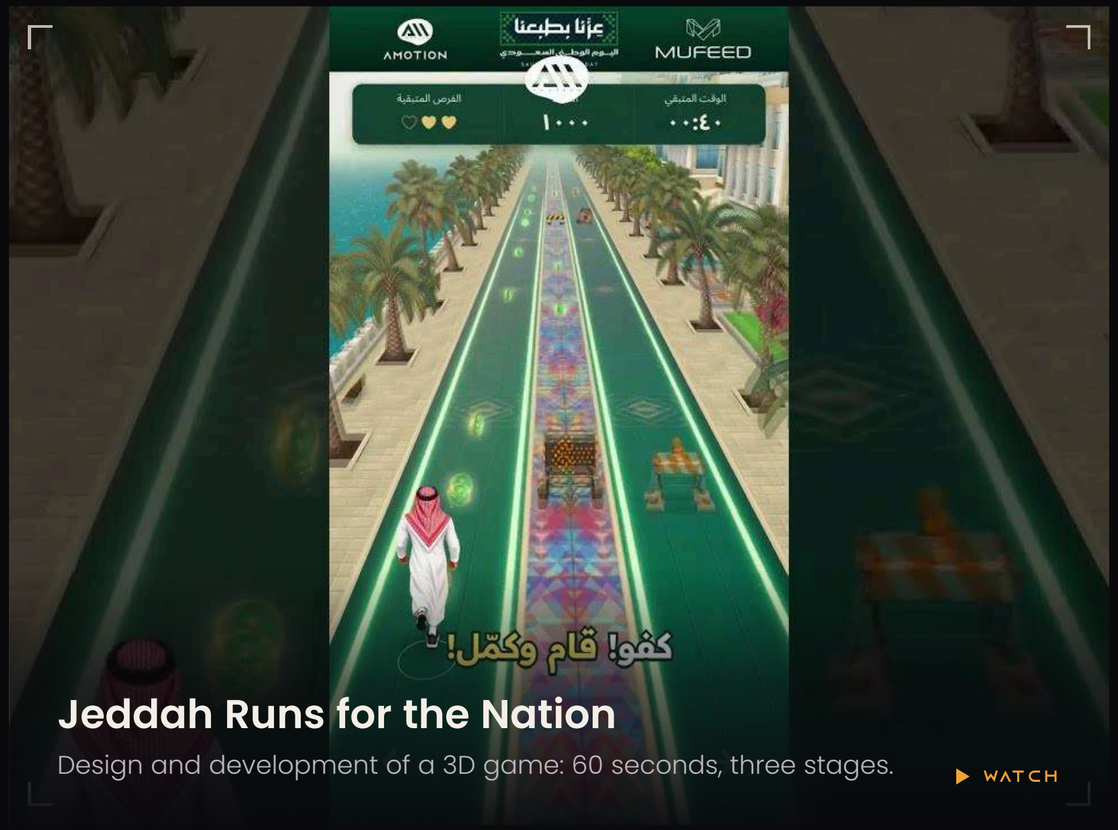
Interactive Installation

▶ WATCH

An open-air installation that paints moving colour forms around participants.

SCENE 04 · INTERACTIVE EXPERIENCES & GAMES

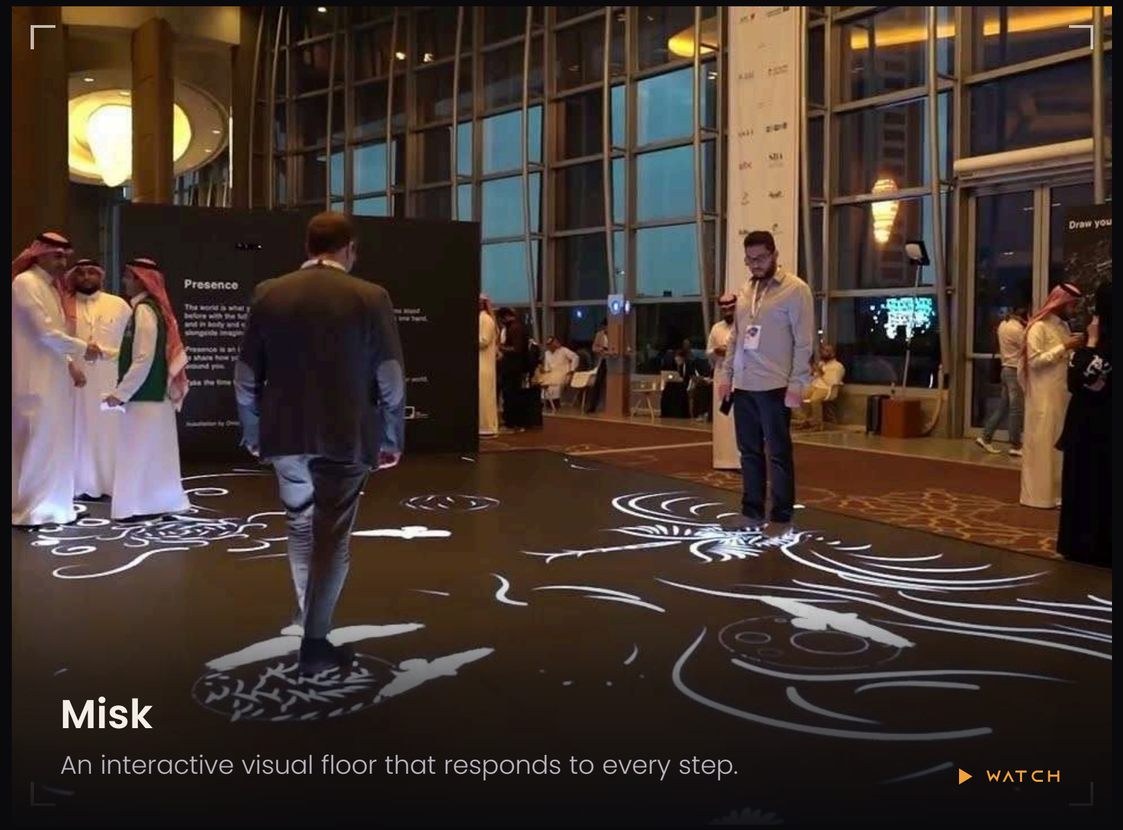
Play is the message.



Jeddah Runs for the Nation

Design and development of a 3D game: 60 seconds, three stages.

▶ WATCH



Misk

An interactive visual floor that responds to every step.

▶ WATCH

05

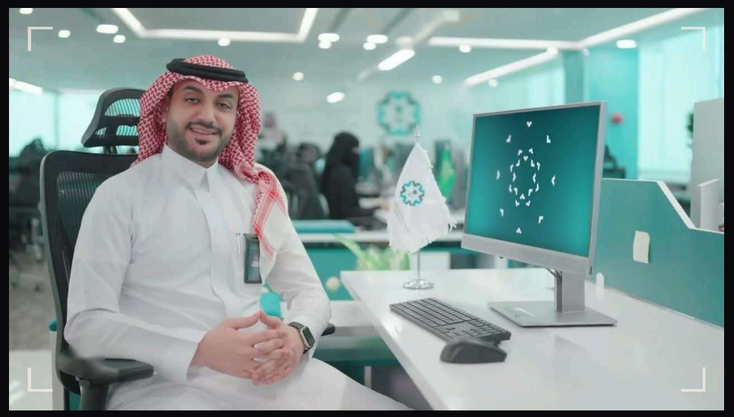
SCENE 05 · VISUAL PRODUCTION

Production & Filming

We produce corporate and instructional films, filming and editing included, with a visual treatment tailored to each organisation's message.

Corporate films & instructional content

SELECTED WORK



GSTC

▶ WATCH

Full production and filming of an instructional film for the Zakat, Tax and Customs Committees.



Meras

▶ WATCH

Full production of the Meras film, with a behind-the-scenes look at its visual effects.



Red Line

▶ WATCH

An original animated awareness series delivering short messages through everyday stories.

SCENE 05 · FEATURED PROJECT

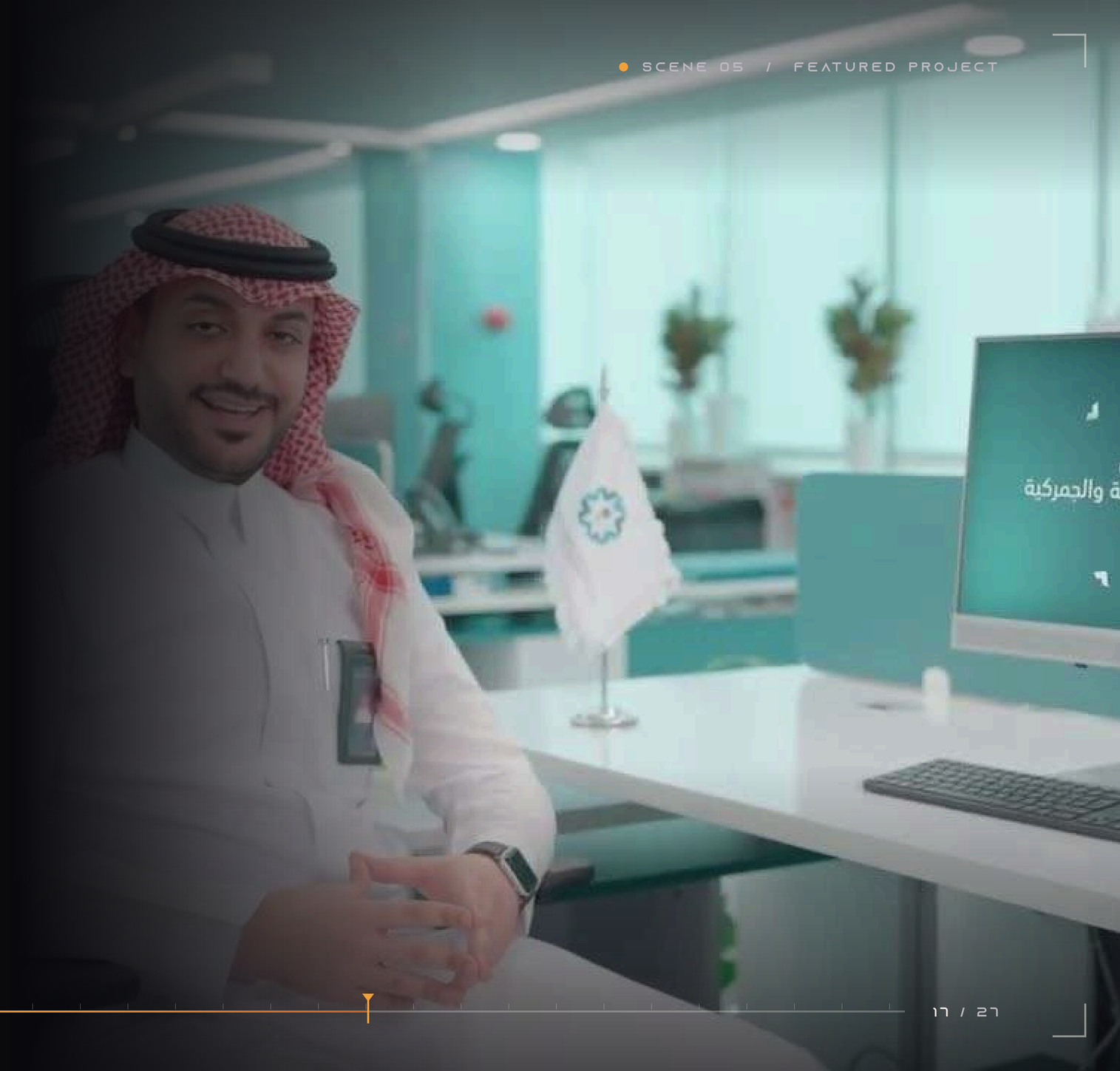
GSTC

General Secretariat of Zakat, Tax and Customs Committees

Full production of an instructional film, from script and filming to editing and on-screen graphics, that makes a complex process feel simple.

WATCH THE FILM

BEHIND THE SCENES



06

SCENE 06 · VISUAL PRODUCTION

Motion Graphics & Animated Identities

We turn messages and reports into 2D and 3D content, and build animated identities and title sequences for programmes.

Clear messages, motion that reflects the brand

SELECTED WORK



Almarai

▶ WATCH

A motion-graphics commercial for Almarai juice, choreographing every element around the product.



WalaOne

▶ WATCH

An app commercial built on animated 3D objects in a single fluid scene.



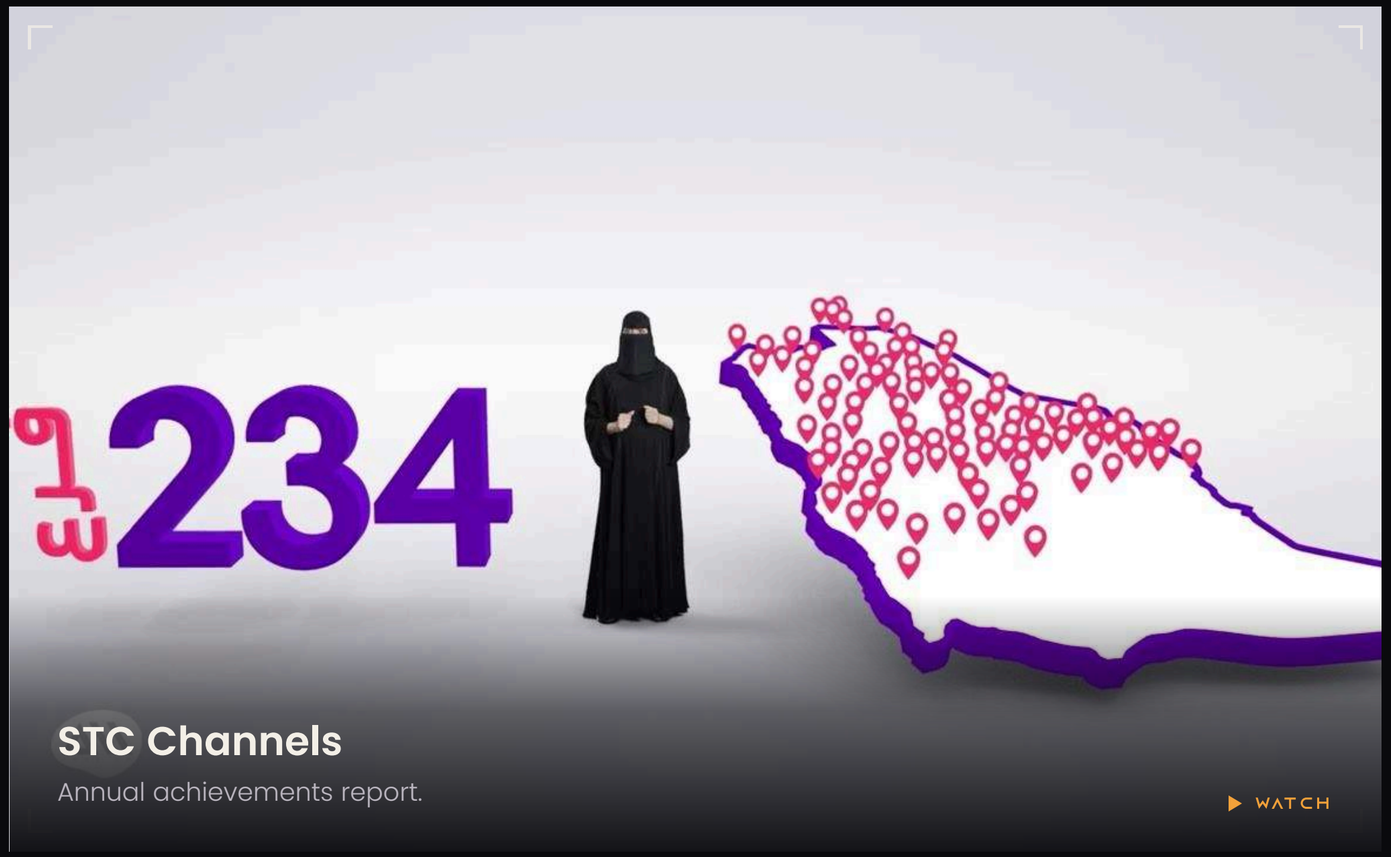
STC Channels

▶ WATCH

A year of achievements told through animated graphics and scenes.

SCENE 06 · MOTION GRAPHICS & ANIMATED IDENTITIES

Identities that move.



STC Channels

Annual achievements report.

WATCH



Saudi Falcons Club Cup

Visual identity and opening titles.

WATCH



Al Qernas

Programme opening titles.

WATCH

07

SCENE 07 · VISUAL PRODUCTION

VFX & Characters

We blend 3D characters and elements with live action, handling animation, compositing and shot finishing.

Digital characters & seamless effects

SELECTED WORK



Seen Programme

▶ WATCH

VFX and motion graphics that bring explanations to life, with a behind-the-scenes look.



You Are the Hero

▶ WATCH

VFX adding aircraft and animating army crowds within the commercial's shots.



Joy Forum

▶ WATCH

Post-production for an opening show blending live footage with virtual worlds.

SCENE 07 · FEATURED PROJECT

Ziyad

Zakat, Tax and Customs Authority (ZATCA)

We built and animated Ziyad, ZATCA's friendly digital character, and blended him seamlessly into live-action footage.

WATCH THE AD

BEHIND THE SCENES



HOW WE WORK

From first idea to final frame.

One team, one pipeline. Every project moves through five scenes, and you sit in the director's chair for each of them.

01

Discover

We listen first: your audience, your venue, your message and your deadlines.

02

Concept

Ideas, scripts and storyboards that bind the story to the space.

03

Design & Previs

Style frames, 3D previews and technical plans for screens, mapping and interaction.

04

Production

Animation, filming, VFX, sound and programming, crafted by specialists working as one team.

05

Show Time

Final delivery and on-site support, right up to the last frame.

SHOWREELS

Press play.

Scan for our channel
@Amotion_studio

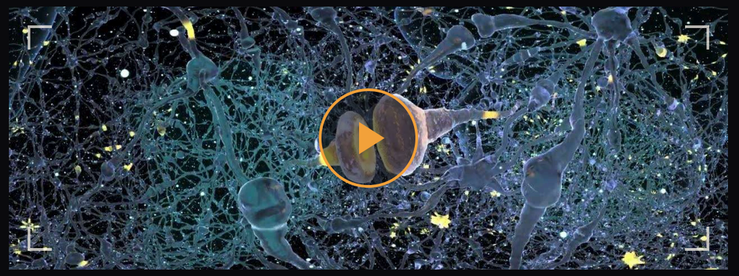
Our work is made to move, so watch it the way it was meant to be seen. 80+ films on our YouTube channel.



Events Showreel ▶ WATCH



Interactive Showreel ▶ WATCH



VR 360 Showreel ▶ WATCH



Motion Graphics Showreel ▶ WATCH



2D Animation Showreel ▶ WATCH



Logo Mapping ▶ WATCH

CLIENTS & PARTNERS

In good company.

Government entities, cultural institutions, media networks and national brands that trusted us with their moments.



END CREDITS

End Credits

The people behind the frames, together with our network of 3D artists, animators, compositors, developers, editors and producers.



Alaa Alnahlawi

Post Producer



Ahmed Anka

Software Developer



Mubarak Al Nwaisher

Creative Director



Aya Sayed

Senior Graphic Designer



Abdulhady Abdulfattah

Animation Producer

NEXT SCENE

Your story could be our next scene.

Tell us about your event, launch or film. We'll bring the ideas, and set them in motion.

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Ideas in Motion.

Thank you for watching.

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