

FTST

*Forging Technological Success Together

COMPANY PROFILE

[INDEX]

Table of content

• WHO WE ARE	P.3
• OUR PHILOSOPHY	P.7
• OUR PROJECTS	P.12
• SAUDI WOMEN'S SUPER CUP 2026	P.13
• FOOTBALL SAUDI SCHOOL TOURNAMENT 2026	P.18
• TAEKWONDO SAUDI SCHOOL TOURNAMENT 2026	P.23
• SAUDI WOMEN'S CUP FINAL 2026	P.26
• SAUDI WOMEN'S PREMIER LEAGUE FINAL 2026	P.31
• SPANISH SUPERCUP 2025/2026	P.36
• ITALIAN SUPERCUP 2025/2026	P.40
• FIA MIDDLE EAST RALLY CHAMPIONSHIP 2025	P.44
• SAUDI WOMEN'S PREMIER LEAGUE FINAL 2025	P.48
• ITALIAN SUPERCUP 2025	P.53
• ESPORT WORLD CUP 2025	P.58
• AL KHOTAH 2025	P.61
• AL QADSIYAH FESTIVAL 2024	P.65
• YANBU FLOWER FESTIVAL 2024	P.69
• NEOM SAFETY SUMMIT 2022	P.72
• OUR TEAM	P.75



[FTST]
WHO WE ARE?

[WHO WE ARE?]

*A creative and production studio
for large-scale experiences.*

Founded with international creative roots and built for the region, FTST designs, produces and operates ceremonies, immersive shows and brand moments across Saudi Arabia and the GCC.

Our work sits at the intersection of narrative design, live production and creative technology, built for the scale, pace and complexity of the region's most ambitious events

Based in Riyadh. Operating across the GCC.

[WHO WE ARE?]

Our Expertises from Pitch to Execution.

Full experience lifecycle, **One Team.**

CREATIVE DIRECTION

Concept, narrative, emotional arc

EXPERIENCE DESIGN

Guest and fan journey systems

SHOW DESIGN AND PRODUCTION

Ceremonies, live shows,
immersive formats

CREATIVE TECHNOLOGY

Digital, interactive
and spatial layers

DELIVERY & OPERATIONS

From pitch to on-site execution

We operate as a senior, agile unit, blending French creative craft with GCC delivery culture, structuring teams and partners around each project rather than forcing projects into a fixed agency model.

[WHO WE ARE?]

Five formats. One studio.



SPORTS CEREMONIES

Opening, closing and trophy moments for global sports properties. Narrative-driven ceremonies designed to translate a competition into a cultural event.



CULTURAL CEREMONIES

National days, institutional milestones and heritage-led moments. Emotional storytelling anchored in place, identity and audience.



LARGE - SCALE EVENT OPERATIONS

Ceremonies, live shows, immersive formats



ORIGINAL IP

Proprietary formats and experiential concepts developed in-house. Immersive theater, experiential trails, brand worlds and repeatable event platforms.



CREATIVE TECHNOLOGY

Digital, interactive and spatial layers that turn spaces into experiences: projection, real-time content, sensors, XR, interactive scenography.

OUR PHILOSOPHY

[FTST]

[OUR PHILOSOPHY]

WHAT YOU SEE IS WHAT YOU WILL GET

At FTST, **the render is a promise**. From the first concept image to the final live moment, what we present is what we deliver. **No stylistic gap between the pitch and the reality**, no last-minute compromises that quietly erode the original ambition.

This commitment shapes the way we work. Every visual, every scenographic intention, every narrative beat is **designed with delivery in mind**: costed, engineered, and pressure-tested against the operational realities of live events. Our creative and production teams **sit at the same table from day one**, so what is drawn can be built, and what is promised can be staged.

The result is a level of trust our clients and partners can rely on. When we show a render, we are not selling an image. We are **committing to a full-scale experience, delivered at the standard, the ambition, and the emotional impact of the first frame**.

FIA MIDDLE EAST RALLY CHAMPIONSHIP 2025

[RENDER]



[REALITY]

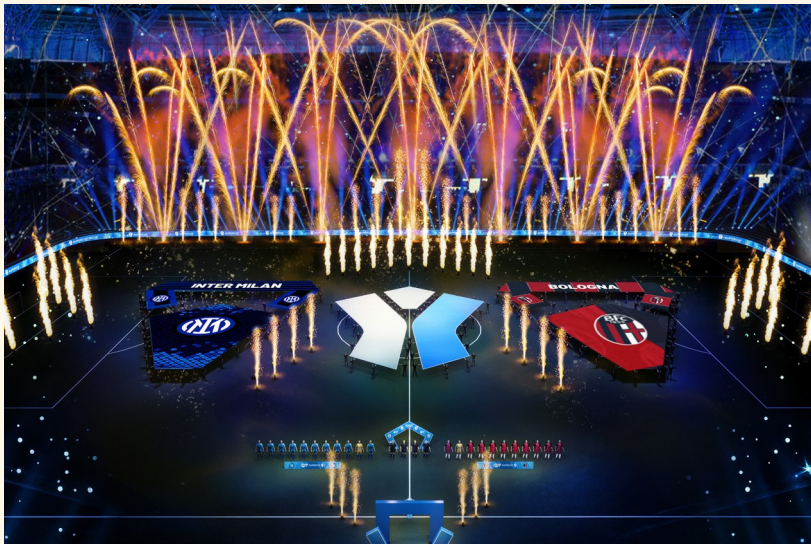


[OUR PHILOSOPHY]

WHAT YOU SEE IS WHAT YOU GET

ITALIAN SUPERCUP 2025/2026

[RENDER]



[REALITY]



[OUR PHILOSOPHY]

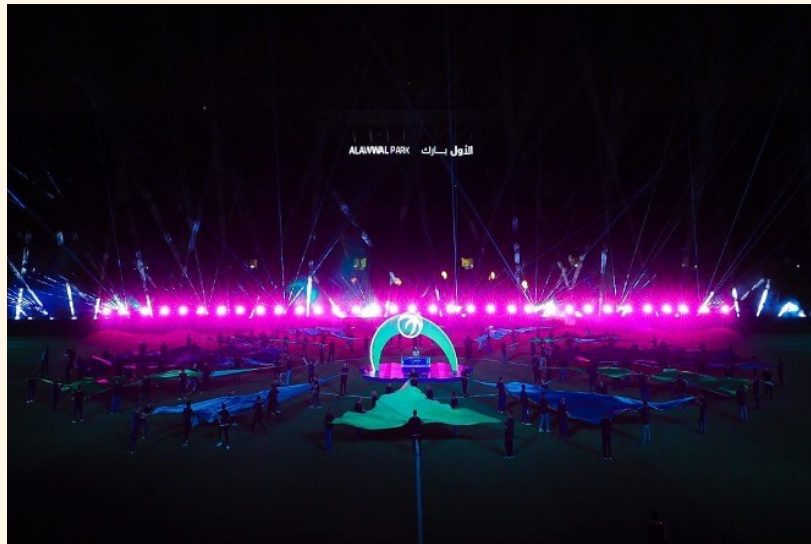
WHAT YOU SEE IS WHAT YOU GET

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2025

[RENDER]



[REALITY]



[OUR PHILOSOPHY]

WHAT YOU SEE IS WHAT YOU GET

YANBU FLOWER FESTIVAL 2024

[RENDER]



[REALITY]



[FTST]
OUR PROJECTS

[OUR PROJECTS]

SAUDI WOMEN'S SUPER CUP 2026

[Date]
[Place]

September 2026
Taif, KSA

[Client]
[Executive producer]
[Project management, Creative &
delivery]

SAFF
Sela
FTST

[OUR PROJECTS]

SAUDI WOMEN'S SUPER CUP 2026

our projects

A celebration of achievement, ambition and the growing presence of women's football in Saudi Arabia.

FTST created the pre-awarding show, combining **lighting, lasers and flame effects** to transform the stadium atmosphere and build anticipation for the champions' celebration. The sequence brought energy and spectacle to the transition from the final whistle to the trophy presentation.

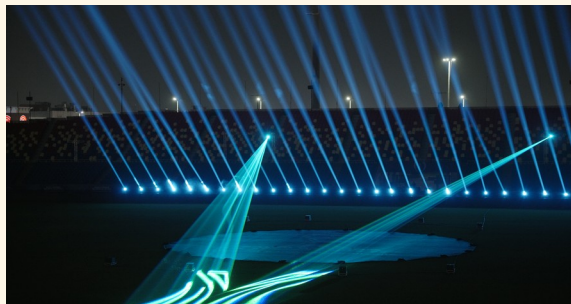
Our team also provided **show direction for the protocol and awarding ceremony**, coordinating the ceremonial sequence and show cues to keep the players and their achievement at the heart of the occasion.

Our scope: Pre-awarding show creation · Lighting, laser and flame show · Protocol and awarding ceremony show direction



[OUR PROJECTS]

SAUDI WOMEN'S SUPER CUP 2026



[OUR PROJECTS]

SAUDI WOMEN'S SUPER CUP 2026



our projects

FTST

[OUR PROJECTS]

SAUDI WOMEN'S SUPER CUP 2026



OUR
FUTURE
LEGENDS

[OUR PROJECTS]

FOOTBALL SAUDI SCHOOL TOURNAMAMENT 2026

[Date]

June 2026

[Place]

Jeddah, KSA

[Clients]

SAFF,
Ministry of Education
and Ministry of Sport
Sela
FTST

[Executive producer]

[Project management, Creative &
delivery]

[OUR PROJECTS]

FOOTBALL SAUDI SCHOOL TOURNAMAMENT 2026

This is a **high-energy celebration** designed to crown the Kingdom's biggest school football tournament with the **spectacle and sense of occasion it deserves**. The experience transforms the stadium into a stage where young athletes become heroes a ceremony built to make every student, family, and school in attendance feel part of something historic.

Through **pyrotechnics, SFX, and giant fabrics deployed at stadium scale**, the Ceremony Show turns the pitch into a canvas of movement, color, and fire. The **Awarding Ceremony** completes the arc: a champions stage where medals are earned in front of thousands, and the tournament's winners are celebrated **not just as students, but as the future of Saudi football**. The result is an immersive, shareable moment that elevates school sport to national-event status.



[OUR PROJECTS]

FOOTBALL SAUDI SCHOOL TOURNAMAMENT 2026

our projects



FTST

[OUR PROJECTS]

FOOTBALL SAUDI SCHOOL TOURNAMAMENT 2026



our projects

FTST

[OUR PROJECTS]

FOOTBALL SAUDI SCHOOL TOURNAMAMENT 2026



[OUR PROJECTS]

TAEKWONDO SAUDI SCHOOL TOURNAMENT 2026

[Date]

June 2026

[Place]

Jeddah, KSA

[Clients]

Ministry of Education
and
Ministry of Sport

[Executive producer]

Sela

[Project management, Creative & delivery]

FTST

[OUR PROJECTS]

TAEKWONDO SAUDI SCHOOL TOURNAMAMENT 2026

our projects

This is a **precision-crafted, emotionally resonant ceremony** designed to honor the discipline, respect, and mastery at the heart of taekwondo. The experience reimagines the arena as a **theater of focus and power**; an intimate, intense setting where every effect, every light cue, and every protocol gesture carries the weight of the sport's traditions.

Through **choreographed SFX, dramatic lighting, and cinematic ceremonial sequences**, the show channels the artistry of martial arts into a production of striking visual intensity. The **Awarding Ceremony** honors champions. A podium moment where **young athletes are crowned with pride, and their achievement becomes part of the tournament's legacy**.



[OUR PROJECTS]

TAEKWONDO SAUDI SCHOOL TOURNAMAMENT 2026

our projects



[OUR PROJECTS]

SAUDI WOMEN'S CUP FINAL 2026

[Date]
[Place]

May 2026
Riyadh, KSA

[Client]
[Executive producer]
[Project management, Creative &
delivery]

SAFF
Sela
FTST

[OUR PROJECTS]

SAUDI WOMEN'S CUP FINAL 2026

This is a **landmark celebration of women's football in the Kingdom**. A ceremony designed to match the significance of a competition that is rewriting what is possible for female athletes in Saudi Arabia. The experience transforms the stadium into a **stage of empowerment and national pride**, where sporting achievement and cultural momentum meet.

Through **stadium-scale pyrotechnics, SFX, and cinematic show sequences**, the Ceremony Show delivers an atmosphere worthy of a defining sporting occasion. The **Awarding Ceremony** crowns it: a champions stage, a trophy lift wrapped in fire and light, and a moment engineered to be remembered. It positioned its winners **not just as cup champions, but as pioneers of a new era for women's sport in the Kingdom**.

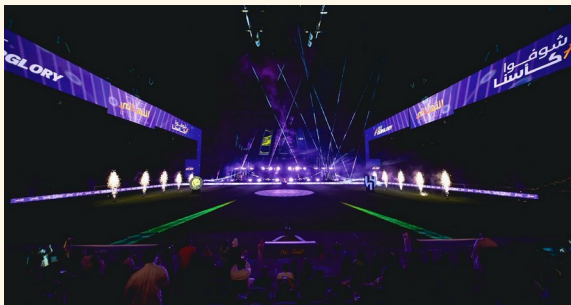


[OUR PROJECTS]

SAUDI WOMEN'S CUP FINAL 2026

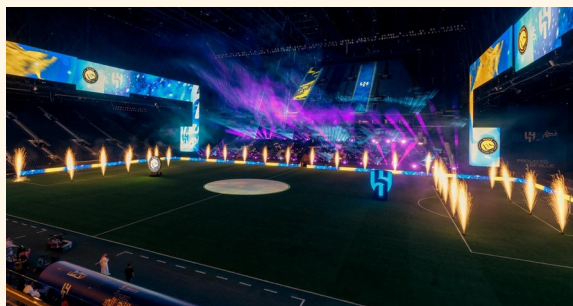
Our projects

FTST



[OUR PROJECTS]

SAUDI WOMEN'S CUP FINAL 2026



[OUR PROJECTS]

SAUDI WOMEN'S CUP FINAL 2026



[OUR PROJECTS]

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2026

[Date]
[Place]

April 2026
Riyadh, KSA

[Client]
[Executive producer]
[Project management, Creative & delivery]

SAFF
Sela
FTST

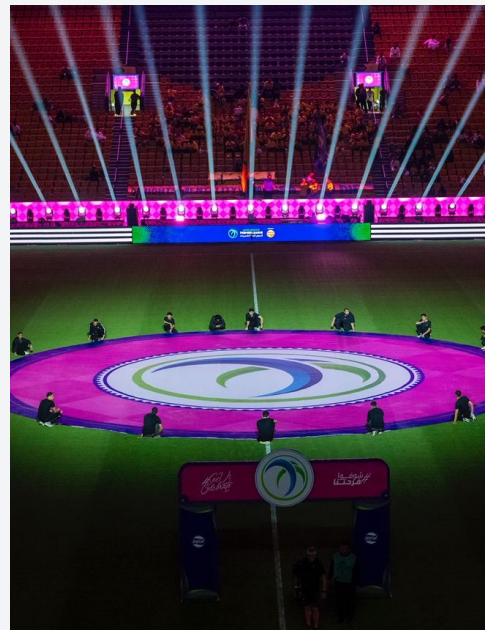
[OUR PROJECTS]

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2026

our projects

This is a **high-impact, emotionally charged celebration** designed to close the Saudi Women's Premier League season with the **prestige, energy, and national pride it deserves**. The experience transforms the stadium into a regal stage of triumph where athleticism meets empowerment, and champions are crowned **not just with trophies, but with legacy**.

Through **pyrotechnics, SFX, stadium-scale staging, and symbolic ceremonial gestures**, the production positions the winning side not just as victors of a final, but as **trailblazers for women's football in the Kingdom**. The evening culminates in an **epic, shareable spectacle** – a champions stage, a trophy lift timed to the second, and a celebration that unites fans, honors players, and marks a **defining chapter in the league's history**.



[OUR PROJECTS]

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2026



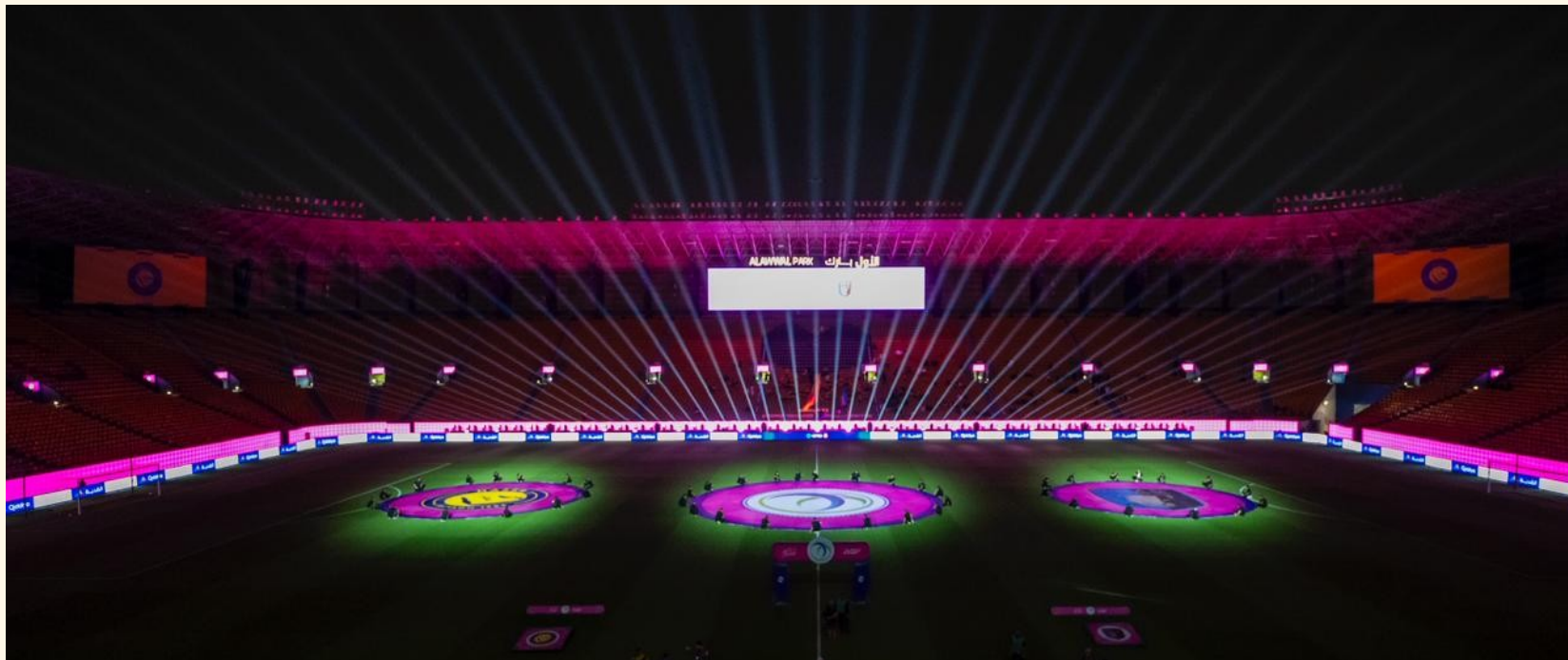
[OUR PROJECTS]

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2026



[OUR PROJECTS]

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2026



FINAL
FINAL
FINAL



[OUR PROJECTS]

SPANISH SUPERCUP 2025/2026

[Date]

[Place]

January 2026
Jeddah, KSA

[Client]

[Executive producer]

[Creative development]

[Project management &

operations]

Ministry of Sport
Sela
Funshine
FTST

[OUR PROJECTS]

SPANISH SUPERCUP 2025/2026

Bringing the Spanish Supercup to Jeddah meant delivering ceremonies worthy of one of European football's most prestigious trophies – on a **15-day timeline**.

FTST led **project management and operations** across the full ceremonial program: the pre-match opening sequence, the closing ceremony, and the official trophy presentation. The creative vision, developed with Funshine, was built entirely on light – and our job was to make it work at stadium scale.

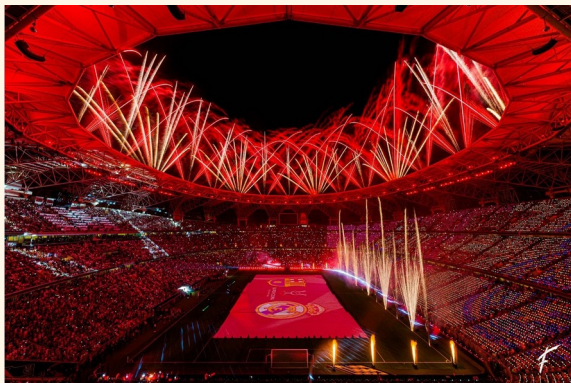
A **synchronised drone show, projection content**, and **programmable lighting installed across the grandstands** turned the entire venue into a single instrument, played cue by cue. Thousands of fixtures, multiple technical vendors, and one unforgiving countdown – orchestrated into seamless, broadcast-ready moments where the whole stadium moved as one.

The project demonstrates what FTST does at its core: taking an ambitious creative concept and carrying it through **technical planning, vendor coordination, and on-site operations** to flawless live execution – under extreme time pressure, with zero visible seams.



[OUR PROJECTS]

SPANISH SUPERCUP 2025/2026



[OUR PROJECTS]

SPANISH SUPERCUP 2025/2026



[OUR PROJECTS]

ITALIAN SUPERCUP 2025/2026

[Date] December 2025
[Place] Riyadh, KSA

[Client] Ministry of Sport
[Executive producer] Sela
[Project management, Creative & delivery] FTST

[OUR PROJECTS]

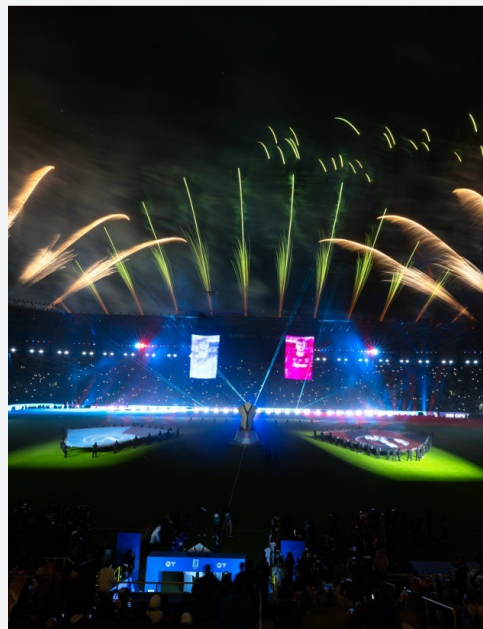
ITALIAN SUPERCUP 2025/2026

One year after delivering the 2025 edition, FTST was entrusted with the **full creative direction and production** of the Italian EA SPORTS FC Supercup ceremonies 2025/2026 – a return engagement, and a chance to raise our own benchmark.

Again on a **15-day timeline**, we designed and delivered the complete ceremonial arc: pre-match opening, closing ceremony, and official trophy presentation. This edition's visual language was built for the sky and the senses – **LED drone formations** writing the competition's iconography above the stadium, **fireworks** punctuating its decisive moments, and **large-scale light and laser shows** driving the energy inside the bowl.

Where the previous edition proved we could deliver at this level, this one proved we could evolve it: sharper choreography, bolder sequences, and a show built to feel unmistakably bigger than the year before.

Two editions, two deliveries, one standard – the Italian Supercup is now a recurring demonstration of FTST's ability to own a major international football property from concept to trophy lift.



[OUR PROJECTS]

ITALIAN SUPERCUP 2025/2026

our projects



FTST

[OUR PROJECTS]

ITALIAN SUPERCUP 2025/2026



FTST

FIA MIDDLE EAST RALLY CHAMPIONSHIP 2025

[OUR PROJECTS]

[Date]
[Place]

May 2025
Jeddah, KSA

[Client]
[Executive producer]
[Project management, Creative & delivery]

SMC
Sela
FTST

[OUR PROJECTS]

FIA MIDDLE EAST RALLY CHAMPIONSHIP 2025

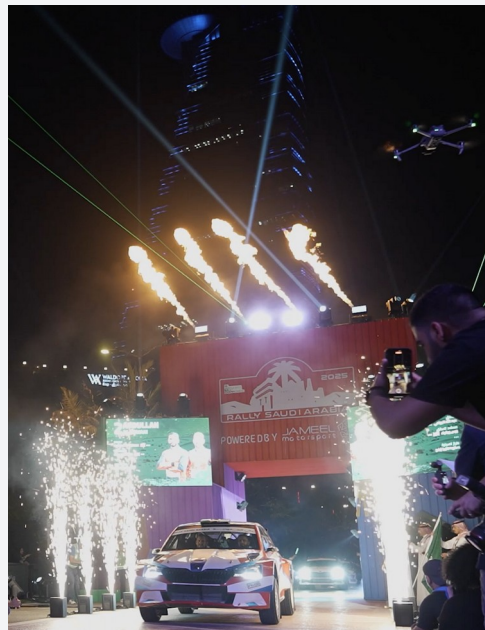
our projects

This is a **high-octane, emotionally charged celebration** crafted to launch and conclude the **Middle East Rally Championship 2025** with the **grit, power, and regional pride** it represents. Held along the **iconic Jeddah Corniche**, where the desert meets the sea, the ceremonies transform the rally into a **spectacle of speed, resilience, and unity**.

The opening ceremony ignites the championship with **kinetic light shows, projection-mapped terrain, a synchronized drone show, and heroic driver tributes**, immersing the audience in the adrenaline and ambition of the journey ahead.

The awarding ceremony becomes a **victory ritual**, where champions are honored as **modern warriors who conquered the elements**, framed by **dynamic visuals, flame FX, and cinematic recaps** of the most unforgettable moments.

This is not just a motorsport event, it's a **region-wide homage to courage, legacy, and the relentless pursuit of greatness**.



[OUR PROJECTS]

FIA MIDDLE EAST RALLY CHAMPIONSHIP 2025

our projects



[OUR PROJECTS]

FIA MIDDLE EAST RALLY CHAMPIONSHIP 2025



ALAMMAL PARK الملوك

[OUR PROJECTS]

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2025

[Date]

April 2025
Riyadh, KSA

[Place]

[Client]

SAFF
Sela
Hopscotch
FTST

[Executive producer]

[Event producer]

[Creative, project management &
operations]

[OUR PROJECTS]

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2025

This is a **high-impact, emotionally charged celebration** designed to honor **Al Nassr Women's 2025 Premier League victory** with the **prestige, energy, and national pride** it deserves. The experience transforms the stadium into a **regal stage of triumph**, where athleticism meets empowerment, and champions are crowned **not just with trophies, but with legacy**.

Through **cinematic visuals, stadium-scale lighting, music, and symbolic gestures**, the ceremony positions Al Nassr not just as winners of a match, but as **trailblazers for women's football in the Kingdom**. The evening culminates in an **epic, shareable spectacle** that unites fans, honors players, and marks a **defining chapter in the league's history**.



[OUR PROJECTS]

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2025

our projects



[OUR PROJECTS]

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2025

our projects



FTST

[OUR PROJECTS]

SAUDI WOMEN'S PREMIER LEAGUE FINAL 2025



[OUR PROJECTS]

ITALIAN SUPERCUP 2025

[Date] January 2025
[Place] Riyadh, KSA

[Client] SAFF
[Executive producer] Sela
[Event producer] Hopscotch
[Creative, project management & operations] FTST

[OUR PROJECTS]

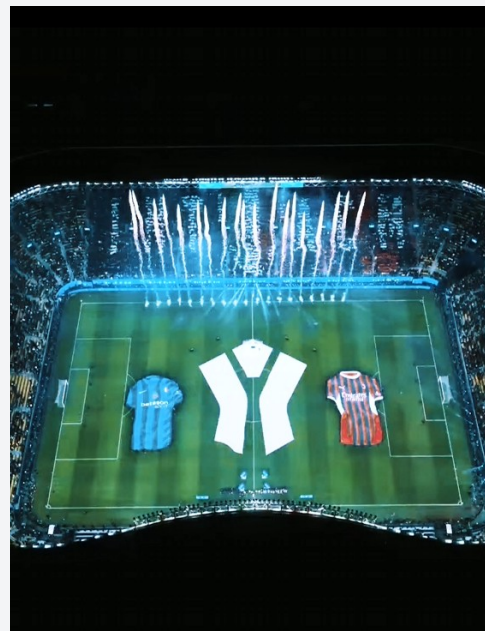
ITALIAN SUPERCUP 2025

our projects

We had the privilege of conceptualizing and leading the **production for the 2025 Italian EA SPORTS FC Supercup ceremonies**. In just **15 days**, we meticulously crafted and delivered a series of unforgettable moments, including the **pre-match ceremony, the closing ceremony, and the award presentation**.

Our team worked seamlessly to create **immersive and engaging experiences** that captured the essence of the Italian Supercup, blending **innovative visual effects, live DJ performance, and stunning production design**. Each segment was carefully curated to **elevate the overall atmosphere** and provide the audience with a truly memorable event.

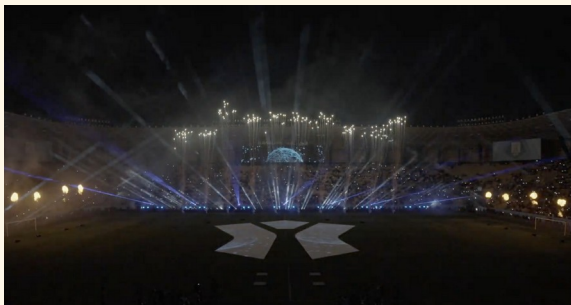
From **design to execution**, we ensured every detail was in place to showcase the spirit of the game, and our **fast-paced turnaround** demonstrated our capability to produce **high-impact, world-class ceremonies within a tight timeframe**.



[OUR PROJECTS]

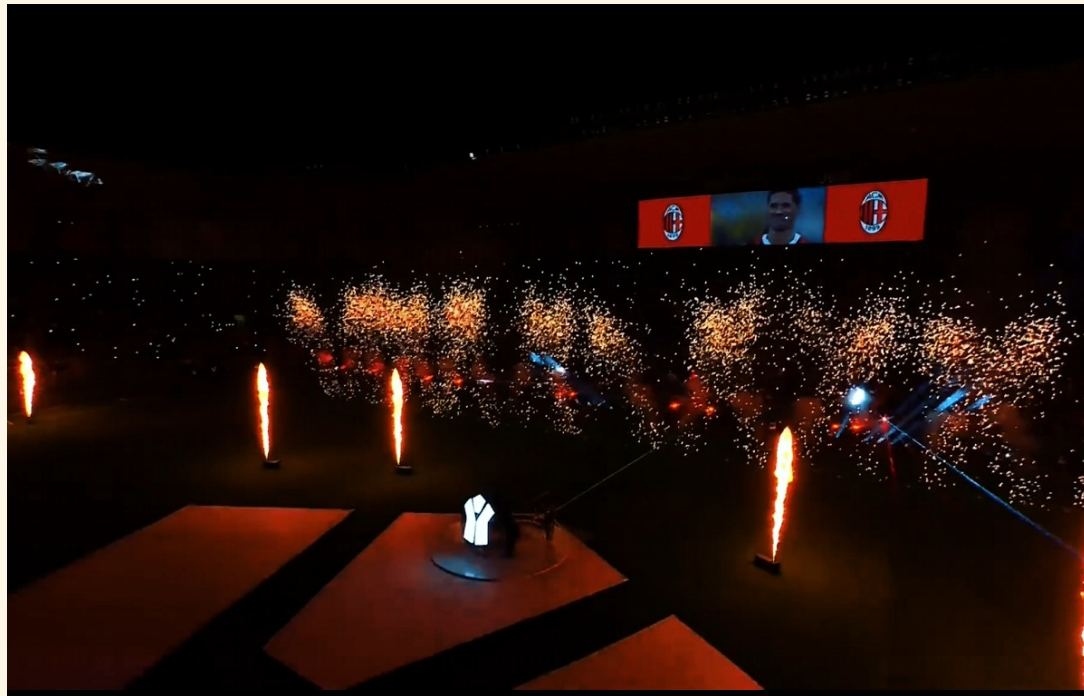
ITALIAN SUPERCUP 2025

our projects



[OUR PROJECTS]

ITALIAN SUPERCUP 2025



[OUR PROJECTS]

ITALIAN SUPERCUP 2025



[OUR PROJECTS]

ESPORT WORLD CUP 2025

[Date]

[Place]

[Client]

[Event producer]

[Project management]

July to August 2025
Riyadh, KSA

E-Sport Foundation
Vanguard
FTST

[OUR PROJECTS]

ESPORT WORLD CUP 2025

our projects

We had the privilege of serving as **Project Manager for the Esports World Cup 2025 in Riyadh**, a role at the operational heart of the **world's largest esports event**.

Our scope covered the full breadth of the production: the **ceremonies**, the **delivery of every event zone**, and the **day-to-day operations of the entire event** across **seven weeks of continuous competition**. From build and handover to live running and turnaround, our team held the operational thread that kept a city-scale event moving — venue by venue, week after week.

Delivering at this scale demands more than production expertise. It requires **relentless coordination across dozens of stakeholders, vendors, and broadcast partners**, all while maintaining the standards of a global-facing flagship. Our role was to make that complexity invisible: ensuring a **smooth, uninterrupted event experience** for players, fans, and partners from the opening ceremony to the final trophy lift.

The Esports World Cup 2025 stands as a demonstration of our ability to **project manage at mega-event scale**.



[OUR PROJECTS]

ESPORT WORLD CUP 2025



[OUR PROJECTS]

AL KHOTAH INTRODUCTION CEREMONY

[Date]

January 2025

[Place]

Madinah, KSA

[Client]

GEA
Saudi Tourism Authority
Al Madinah Region
Development Authority

[Executive producer]
[Project management & show
direction]

Sela
FTST

[OUR PROJECTS]

AL KHOTAH INTRODUCTION CEREMONY

We had the privilege of delivering the **project management and show direction** for the official launch of the **Al Khotah project in Madinah** – a landmark unveiling attended by **HRH, Their Excellencies, and leading CEOs**.

Designed as a **statement of ambition**, the ceremony introduced Al Khotah to its most important audience through a **seamlessly directed show experience**, where every cue, transition, and reveal was orchestrated to match the significance of the moment and the protocol standards such an audience commands.

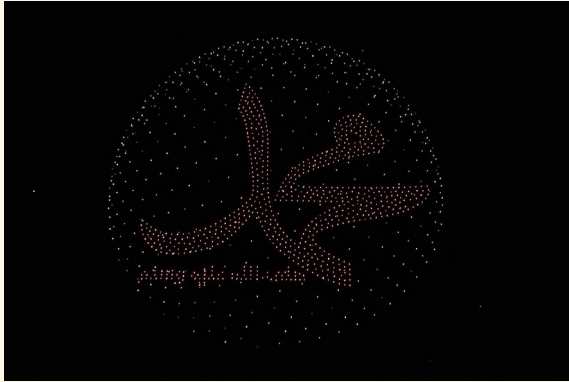
At the centre of the production: a **600-drone show** illuminating the Madinah sky, choreographed to tell the story of the project and its vision, and a monumental **18-metre arch** anchoring the event's scenography – a physical gateway symbolizing the threshold into what Al Khotah will become.

From **planning and stakeholder coordination to live show calling**, our team held the full operational and creative thread – ensuring that a high-stakes, protocol-driven event unfolded with **precision, elegance, and zero margin for error**, and that Al Khotah's first public moment was one worthy of its ambition.



[OUR PROJECTS]

AL KHOTAH INTRODUCTION CEREMONY



[OUR PROJECTS]

AL KHOTAH INTRODUCTION CEREMONY



OUR PROJECTS

AL QADSIYAH FESTIVAL 2024

[Date]

[Place]

June 2024
Al Khobar, KSA

[Client]

Aramco
Entourage

[Executive
producer]

[Event producer]

555

[Project
management]

FTST

[OUR PROJECTS]

AL QADSIAH FESTIVAL 2024

We had the privilege of overseeing the Al Qadsiah Football Club Festival in Al Khobar, hosted by Aramco from June 5th to 7th, 2024.

Throughout the event, we facilitated seamless coordination with key stakeholders, including Aramco, Entourage, and local authorities, ensuring **smooth communication and flawless execution**. As the main point of contact for the client, we **managed all aspects of production, implementation, and operations, supervising staff, suppliers, and the overall event flow**.

The opening ceremony was a grand spectacle, featuring a **27-kilometer bus parade** through the city, accompanied by **9 barges of fireworks** and **2200 light drones** lighting up the night sky.

The event also hosted **3 incredible concerts, 150 traditional Harda dancers, 40 live performers on stage**, and attracted **40,000 attendees** over three days. This high-impact celebration demonstrated our ability to orchestrate large-scale, immersive events with precision and creativity.



[OUR PROJECTS]

AL QADSIYAH FESTIVAL 2024



[OUR PROJECTS]

AL QADSIYAH FESTIVAL 2024



YANBU FLOWER FESTIVAL 2024

[OUR PROJECTS]

[Date]

[Place]

[Client]

[Executive producer]
[Project management, Creative,
Operations]

May 2024
Yanbu, KSA

Royal Commission for
Jubail and Yanbu
Alentiyaz
FTST

[OUR PROJECTS]

YANBU FLOWER FESTIVAL 2024

We **pioneered the creative technology experience** at the **Yanbu Flower Festival**, setting a **new benchmark** for one of the Kingdom's most beloved seasonal celebrations. Where the festival had always been defined by its natural beauty, our intervention added an entirely new dimension – one that begins when the sun goes down.

At the heart of the concept: **over 230,000 light flowers**, individually planted across the festival grounds to create an **immersive luminous landscape** that mirrors and extends the living gardens into the night. The installation transformed the site into a **continuous field of light**, blurring the line between nature and technology and giving visitors a reason to experience the festival twice – by day and by night.

Beyond the light fields, we enlivened the **festival corridors with interactive projection content**, turning transitional walkways into **playful, responsive environments**. Families became part of the show – children chasing projected elements, visitors triggering animations as they moved – adding a layer of **engagement and shareability** that rippled across social media throughout the festival's run.

From **concept development to technical deployment and on-site operation**, the project demonstrates our ability to bring **creative technology into large-scale public events** – enhancing an existing destination rather than competing with it, and proving that **light, interactivity, and storytelling** can turn a flower festival into a fully immersive nighttime experience.



[OUR PROJECTS]

YANBU FLOWER FESTIVAL 2024



NEOM SAFETY SUMMIT 2022

our projects

72

[Date]
[Place]

December 2022
NEOM, KSA

[Client]

NEOM
Amkenah
FTST

[Executive producer & Event organizer]

[Production coordination, Technical delivery coordination, Speaker logistics, On-site operations]

[OUR PROJECTS]

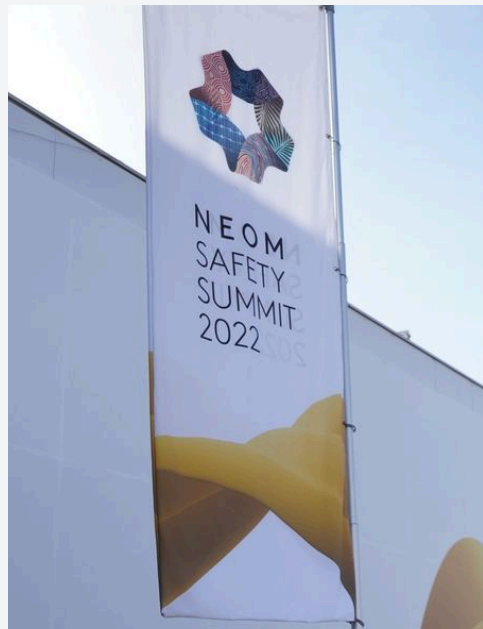
NEOM SAFETY SUMMIT 2022

Building a destination starts with **the people shaping it**. The first **NEOM Safety Summit** brought together **150 participants**, including senior health and safety leaders, guest speakers and moderators, to explore the challenges of **building safely at scale**.

Working with **Amkenah**, FTST supported the summit's **production and operations**, coordinating suppliers, technical delivery and on-site activity. Held at NEOM Community 2, the event combined **expert presentations, workshops and exhibition spaces** in a setting shaped around discussion and shared learning.

A **wide LED backdrop** anchored the main stage, while branded displays and delegate materials carried the summit's identity throughout the venue. Behind the scenes, the team coordinated **speaker logistics, venue interfaces and delivery from preparation through dismantling and handover**.

The result was a focused gathering built around a shared priority: **placing safety at the heart of NEOM's development**.



[OUR PROJECTS]

NEOM SAFETY SUMMIT 2022



OUR ^[FTST] TEAM

[OUR TEAM]

Executive Management.



PARTNER and MANAGING DIRECTOR

**ROBERTO
VITTORELLI**

 MAIL: roberto.vittorelli@ftst.studio
 PHONE and WHATSAPP: +966567128743


PARTNER and EXECUTIVE PRODUCER

**LOUIS-XAVIER
AMBROISE**

 MAIL: lx.ambroise@ftst.studio
 PHONE: +966539955089
 WHATSAPP: +33699673544

Executive producer and entrepreneur operating at the crossroads of Europe, Asia and the Middle East, Roberto has built his career on a single reputation: delivering complex projects on time, on budget, and without compromise.

Shaped by more than 15 years in Paris and active in the Saudi event industry since 2018, he has led productions across the full spectrum of live events – from ceremonies and festivals to brand experiences – earning the trust of clients and partners through an approach defined by **optimization, agility, and out-of-the-box problem-solving**.

Now permanently based in Riyadh, Roberto leads FTST's growth and delivery culture by structuring senior teams around each project, holding commercial and operational accountability from pitch to show night, and steering the studio's expanding focus on **creative technology-driven events**.

His leadership philosophy is simple: ambition in the concept, discipline in the delivery.

At FTST, he is the guarantee behind the promise: what is pitched is what is delivered.

Creative leader with over a decade of international experience developing **immersive brand experiences** across the **Middle East, Europe, and North America**. Louis-Xavier combines **strategic thinking, storytelling, and emerging technologies** to design large-scale creative concepts and experiential narratives for complex productions.

Over the past ten years, Louis-Xavier has **produced and directed more than 500 projects** across **Saudi Arabia, the UAE, the United States, France, and China**, collaborating with global brands and organizations including **Aramco, Twitter, Hermès, and L'Oréal**, as well as **regional government entities**. His work spans **holographic experiences, interactive installations, augmented reality, and immersive storytelling environments** designed to connect audiences with brands and ideas.

Louis-Xavier leads **multidisciplinary teams across the GCC**, shaping creative direction and translating complex narratives into **large-scale experiential productions**. He also holds a **Master's degree from HEC Paris**, reflecting his approach of combining **creativity, strategy, and technology** in the development of contemporary brand experiences.

FTST

*Forging Technological Success Together

THANK YOU