



CONCEPT PORTFOLIO • EXHIBITION PAVILIONS

WATAD Pavilion

Real-estate developer pavilion • 12 × 10 m island • premium concept

THE CONCEPT

A quiet landmark in a loud hall

A floating walnut canopy on black architectural fins: the pavilion reads from across the hall, and the brand sits in halo-lit letters on every face.

Inside, the visitor journey runs in one line: welcome at the reception, the masterplan model under focused light, then four private consultation pods with presentation screens, and a VIP majlis for closing the deal.

01 Entry & reception

Totems, Nero marble counter, hostess

02 Masterplan model

3 × 2 m model, spot-lit centrepiece

03 Consultation pods

4 pods, 3 seats each, branded screens

04 VIP majlis

Sofa lounge, walnut slat wall, 2 portrait screens



Black fins



Walnut veneer



Nero marble



Champagne bronze



Travertine floor



3D model — top view · entry at the south-east corner

STEP 1 · THE 3D MODEL

Designed as a real, buildable 3D model

Real dimensions, materials and light — the same pavilion from every angle, ready to develop into technical drawings.



3D model — walk view



3D model — entrance

STEP 2 · PHOTOREAL VISUALIZATION

The same model, finished to photographic realism — next pages.



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THE LAGOON RESIDENCES



WATAD PAVILION · THE ENTRANCE



WATAD PAVILION · THE MASTERPLAN MODEL



WATAD PAVILION · FROM ABOVE



Concept, 3D design and visualization by Next Wave

WATAD is a fictional brand created for this concept.